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1936 NEWSPRINT PRICE UNSETTLED OVER GREAT LAKES' CO. STATUS

A.N.P.A. Sees $2 Reduction if Aldrich-Gefaell Plan Fails—Canadian Industry Says Price Will be Affected if Plan is Accepted—Production at Record Level

WHAT is the price of newsprint?

Last fall publishers generally conceded a $1 a ton increase, bringing the price to $41 in New York. But contracts signed by publishers seem to be only as stable as the market, and when a major unit of the market wavers the whole price structure wavers with it. Contracts have many qualifications based on prices of large newsprint mills.

The disturbing element in the price structure now is the Great Lakes Paper Company, according to some newspaper newsprint experts. This week a group of bondholders appealed the decision of the Supreme Court of Ontario which had previously approved the plan of reorganization of the company as proposed by Lynn E. Aldrich, *Chicago Daily News*, and John E. Gefaell, sales manager of the newsprint firm, which provides for ten-year contracts with 23 mid-west publishers.

But regardless of whether the proposed reorganization plan goes through, as now seems probable, or is rejected, the price situation seems in a state of flux.

The American Newspaper Publishers' Association's newsprint committee issued a bulletin Jan. 20 headed "Lower Newsprint Prices for 1936 if Gafaell-Aldrich Plans Fail." It pointed out that the Gefaell-Aldrich group had signed a contract with the National Trust Company, Ltd., Great Lakes' receiver and manager, which stipulated that unless the organization of the new company is completed by April 1, 1936, "receiver is compelled to reduce price to $2 a ton less than 1936 general market prices, with a minimum of $39 per ton f.o.b. Chicago, and to make the reduction retroactive from Jan. 1, 1936."

It is stated that the sale will not be completed until the company has received a license from the Ontario government. The Dominion government has already granted a charter to the company and the transfer of assets is being carried through.

The appeal of the minority bondholders, under the leadership of Western Investors, Ltd., indicates that there may be court delay on final approval of the Aldrich-Gefaell plan.

"Sales by mills, obligated to meet the lowest price of Great Lakes," said the A. N. P. A. bulletin, "are of such volume that any decrease by Great Lakes will determine the market price for 1936."

Many publishers believe, however, that whichever way the Great Lakes plan is settled, it will upset the price structure.

It is pointed out that last October Canadian newsprint manufacturers passed a resolution, deploring the proposed plan both from the viewpoint of the industry and the Great Lakes stockholders. The carrying out of certain terms of the proposal, it was stated, "would immediately disturb the tonnage positions and contract relations of several companies so violently as to make market stability almost impossible, with destructive effect upon the market price to be obtained in 1936 by the industry and by Great Lakes Paper Company alike."

"We further believe," the manufacturers stated, "that these terms and arrangements contain a sales policy and method which would continue to exercise an unsettling and depressing effect upon newsprint prices over a period of years."

On the basis of the Great Lakes status, some newspaper publishers have been advised to refuse to accept the announced 1936 newsprint price.

Under the Aldrich-Gefaell plan the contracting publishers do not purchase stock nor receive stock in the company. One hundred thousand shares of preferred stock is trusteed for ten years. At the expiration of this period the stock reverts to the owners of the company—the original bondholders.

The preferred stock is cumulative at $2 a share, equivalent to $2 a ton on 100,000 tons of paper, which is the output of the Great Lakes company.

This $2 dividend is looked on by the industry as a rebate or cut in the price of paper, as is indicated by their resolution.

When the deal was approved by the Supreme Court of Ontario Mr. Aldrich met this criticism with this statement:

"The publishers are selling a ten-year contract for their newsprint and have a preferred stock interest in the mill which will be operating at least at 90 per cent capacity, or 90,000 tons annually. These publishers are in the immediate natural territory of their source of supply. Their primary aim is to get a guaranteed source of supply of high-grade newsprint. Interest in dividends on the stock is secondary."

Commenting on the situation this week, Mr. Aldrich stated:

"Terms of the 10-year contracts which are provided for in the Aldrich-Gefaell offer for assets of the Great Lakes company, approved by the bondholders and the Supreme Court of Ontario, are not of a price determining nature. The criticism of the opponents to the final approval of the sale is insincere when it is claimed that the contracts submitted as a part of the offer will be so price determining.

"There is no question in my mind, however, that the terms of the receiver's contracts, for a period ending Dec. 31, 1937, should they become effective, are price determining."

Publishers throughout the country are watching the situation with keen interest. Some believe that the newsprint industry should be given a fair and equitable price on their product, and have not objected strenuously to the $1 increase. Others, faced with rising expenses, would accept $39 newsprint as a godsend.

Record production activity by newsprint manufacturers is shown in the current bulletin of the News Print Service Bureau, New York. Production in 1935 in Canada was 2,753,289 tons, which topped the record of 1929. United States mills produced 912,392 tons. U. S. output has been steadily decreasing, according to Service Bureau figures, which show domestic production of 1,417,572 in 1928. The total North American production in 1935 was 4,021,462 tons, as compared with the previous high figure listed of 4,395,284 tons in 1929.

"PHOTO SPECIAL" EDITION

17 Die as Tornado Rips Three States

San Francisco Chronicle PHOTO SPECIAL

GEORGE'S DEATH NEAR

Own Physician Expects End In Few Hours

S. F. THEATER SUICIDE TRY

"Photo Special" front page

INNOVATIONS were presented this week by San Francisco's morning dailies when the *San Francisco Examiner* offered its first "Red Line" editions and the *San Francisco Chronicle* advanced a "Photo Special." Both were designed to promote street sales of the newspapers, which sell for five cents a copy.

The Chronicle's Photo Special presented four extra pages, three of which were picture pages. The result was two front pages. The feature will be carried daily, the Chronicle announced.

In the first Photo Special edition, presented Monday, the Chronicle had six columns of pictures and two columns of news matter on the special front page. Type two-inches high was used for the banner head. Another 8-column headline was carried at the bottom of the page.

The Examiner also presented a double "page one" in its first Red Line edition Monday. The words "Red Line" appeared on each side of the masthead in red ink, with a red line running across the intervening space beneath a sub-line appearing under the masthead.

The result was a line over all, the masthead with its sub-line and the Red Line designations and then an eight-column line. Arthur Brisbane's "Today" appeared on the "second first page." While the Examiner makeup revision resulted in extensive art display, there were no full pages of pictures in the first Red Line edition.

DENSON TO CHICAGO

(*Special to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 22—John Denson is leaving the staff of the *Washington Herald* to become news editor of the *Chicago Times*. He is a former news editor of the *Washington Post* and previously had been city editor of the *Richmond Times-Dispatch*.

$100,000 FUND RELEASED

(*Special to* EDITOR & PUBLISHER)

LANSING, Mich., Jan. 19—After questioning the advertising program of the several Michigan tourist and resort associations, John J. O'Hara, auditor general, receded from opposition to release of $100,000 for this purpose during the past week and administrative board approved the expenditure.

RIGID CENSORSHIP OF ADS AIM OF BILLS

Both Houses of Congress Receive Proposed Measures Greatly Enlarging Power of Federal Trade Commission—Power Held Legal

By JAMES J. BUTLER

WASHINGTON, D. C., Jan. 22—The most ambitious step taken by a federal bureau in years to enlarge censorship over newspaper advertising is seen in bills introduced in both houses of Congress this week, to give the Federal Trade Commission power to proceed against "unfair or deceptive acts and practices in commerce."

The Commission's jurisdiction now is limited to acts which constitute unfair competition, and its proceedings are predicated upon the theory that competitors may be injured. An attempt by FTC to extend the scope of its operations resulted in a crushing defeat five years ago, in the Raladam case. In that instance, the Commission sought to stop advertising of an obesity cure. The complaint charged that "respondent's advertisements are calculated to mislead and deceive the purchasing public." The Supreme Court of the United States, however, refused to approve a "cease and desist" order, saying in its decision: "There is neither finding nor evidence from which the conclusion legitimately can be drawn that these advertisements substantially injured, or tended thus to injure, the business of any competitor or of competitors generally, whether legitimate or not."

The Commission attorneys argued the propriety of issuing "cease and desist" orders in cases where public interest is involved and public health endangered; but the court rejected this notion and pointed out FTC operations must be confined to the field outlined in the law, namely, to free business from unfair competitive practices.

Had the bills introduced this week been the law as of the date of the Raladam case, the Commission would have had jurisdiction based on the allegation of "unfair or deceptive acts and practices in commerce," and the absence of possible injury to a competitor would be of no consequence.

Senator Burton K. Wheeler of Montana, and Representative Sam Rayburn of Texas, who head the interstate and foreign commerce committees of the two houses of Congress, sponsor the bills, but it is admitted that they were inspired by the Trade Commission in its desire to expand its powers.

The American Publishers' Conference, which coordinates legislative activity for several national organizations of publishers, has sent out a bulletin suggesting careful study of the amendments, to determine their bearing on advertising. The bulletin points out that this proposed legislation is obviously intended to give the Commission enormous powers over the highly controversial question of "deceptive practices" in business transaction. The statement calls attention to the fact that under the Raladam decision, the Supreme Court clearly indicated that the Commission had no power to regulate morals or to intervene merely on the theory of consumer protection.

WOOL INDUSTRY APPOINTS

Associated Wool Industries, New York, have appointed Lambert & Feasley of New York as advertising counsel.

STATE'S CASE IN LIGGETT MURDER IS WEAKENED AS TRIAL OPENED MONDAY

Investigation of Machine Gun Clue Breaks Down—Wife of Slain Editor for Ordeal on Witness Stand—Defense Calling 100 Witnesses

(*Special to* EDITOR & PUBLISHER)

MINNEAPOLIS, Minn., Jan. 23—Names that echoed throughout this city in connection with bootleg activities in the days of prohibition as well as some linked with the Urshel kidnaping in Oklahoma rang through the court room of Judge Arthur W. Selover here Monday as the trial of Isadore Blumenfeld, alias Kid Cann, indicted for the murder of Walter W. Liggett, crusading publisher of the *Mid-West American* got under way.

Isadore Blumenfeld, alias Kid Cann, brought into the court room and the handcuffs being taken off. Left: William C. Danenberg of Chicago, former secret service operative and defense investigator.

The names were brought into the case to arouse the first of many expected clashes between opposing council and resulted in a victory for the state. They were included in questions asked a prospective juror by Peter S. Neilson, assistant county attorney.

JUDGE SELOVER

The prospective juror was George Hall of Bloomington, a carpenter, who already had been questioned and found satisfactory by the defense. Neilson asked Hall if he knew Tommy Banks. Banks was identified in a number of stories during the administration of former Mayor William A. Anderson as linking politics with the liquor interests.

As the question came forth, Thomas McMeekin, attorney for Cann, leaped to his feet and entered an objection.

"Banks has nothing to do with this case," he called to the court.

A conference before the Judge's bench ensued at the conclusion of which Judge Selover ruled that the question was proper.

Neilson followed up with inquiries concerning a number of other characters more or less notorious in the primrose days of the bootlegging era. He asked if the venireman knew Barney Berman, Cliff Skelly, Isadore Wolk or Benny Haskell.

Skelly and Berman are serving terms for possession of Urshel kidnaping money, while Haskell was known as the "society bootlegger" in prohibition days and was convicted of liquor charges twice. Wolk entered into a number of stories during prohibition days and was mentioned by Liggett in militant stories in his weekly paper.

As the trial progressed, it was learned that two "angles" of the crime the state had been investigating had collapsed. One of these gave promise of bringing to light the machine gun used in the crime and the other was said to have uncovered a witness who might make sensational disclosures from the stand. It became known that state operatives did pick up a person of undisclosed identity in St. Paul last week, but he was permitted to go free the following day.

It was disclosed also that the defense has gone far afield in its investigation. Defense attorneys stated that their case is built on the alibi Cann gave police after his arrest the night of the murder. They will rely also on an attempt to shake the testimony of Mrs. Edith Liggett, wife of the slain publisher, and Walter Anderesch, both eye witnesses of the crime.

They will bring to the stand between 90 and 100 witnesses in efforts to prove Cann not guilty. Some of these witnesses will be brought from points as far distant as Milwaukee.

The selection of jurors proceeded slowly as the week progressed, only five passing the cross-fire of opposing counsels' questioning.

While the attorneys wrestled with the problem of selecting a jury, the Grand Jury in secret session, spurred on by developments springing directly from the investigation of the murder and by the investigation of the *Minneapolis Star* into the liquor situation, was reported to have returned eight indictments.

The indictments charged those named with perjury, it was said, for swearing to false statements in their applications for licenses under which they now are operating. It was against abuses in the liquor trade that some of the most vitrolic of Liggett's shots in his weekly paper during the latter months of his life were levied.

Coming out flat footedly with the statement that the Grand Jury is going to make every effort to clean up the liquor traffic if the city council doesn't, Clive T. Naugle, chairman of the group, declared that the jury is just getting started with its work.

Mrs. Liggett, meanwhile, remained at home, resting for the ordeal she must undergo upon the witness stand. She said today that she has been attempting to do some writing in the interim but that her nerves still are so shattered from the experience she was forced to go through that her efforts have proved rather fruitless.

She was viewing closely through the newspapers, however, the progress of the trial, still apprehensive that underworld elements her husband fought might act in some manner to render the trial a nullity.

Her ten-year-old daughter, Marda, was giving her major concern. She will not permit the youngster, also an eye witness to the shooting, to testify unless it is absolutely necessary, she said.

Along with her younger brother, Marda has been in the country since just after Christmas in the attempt to "make her forget the tragedy," Mrs. Liggett said. If she must be brought to the city to testify, she will be returned to the country as soon as she leaves the stand, her mother added.

The trial opened in a tense atmosphere Monday morning. Spectators cranned their necks and the flash bulbs of photographers clicked as the defendant was led into the court room. Judge Selover had decreed that photographers might take their fill of pictures before he ascended the bench with the understanding that no attempt would be made to secure court room "shots" once the trial got under way.

The defendant was pictured from every conceivable angle as were the opposing counsel, members of the jury panel and spectators in the room.

Once Judge Selover entered the room, however, proceedings snapped along.

"I presume counsel for both sides are ready?" he asked.

Receiving answering nods in the affirmative, he picked up a copy of the indictment and read:

"State of Minnesota against Isadore Blumenfeld, alias Kid Cann, and one John Doe. Call the first juror."

"George E. Erickson," the clerk droned, and a tall, well-built man stepped to the bar. He raised his right hand, was sworn and took the stand.

Carefully and in detail, McMeekin started his questioning, giving evidence at once of the tactics he would pursue in selecting the jurors he felt capable of sitting in judgment on his client.

After the usual routine questions, Erickson was asked if he had any prejudice against Jewish people, McMeekin explaining that his client was of that race. He was told too that Cann formerly was a boxer and asked if he had any prejudice against that sport.

It developed next that Cann had been convicted of liquor violations during the prohibition era and the prospective juror was queried to ascertain his viewpoint on the liquor traffic. He was asked then if he would have any prejudice by reason of the fact that the defendant was known by the name "Kid Cann."

Only one juror was procured the first day from the 17 examined. She was Mrs. Myrtle Rydell, the wife of an osteopath, whose only objection to serving was "the inconvenience it might cause her family." Besides her husband, her family consisted of two grown sons. She fulfilled the requirements of attorneys for both sides, however, so she was chosen and sworn in, to be locked up for the duration of the trial.

The court had ordered earlier that jurors would be turned over to the custody of deputy sheriffs once they were chosen.

Examination of 14 additional talesmen the second day resulted in selection of two more jurors. They were Harry Young, a WPA worker, who was asked by attorneys for the state if his "job had been procured through any political pressure" and Edward A. Pettit, an electrician.

A number of prospective jurors were passed by the defense and challenged by the state, in one case, the defense admitting a state challenge after passing the talesman in the first instance. It was necessary to use only one peremptory, the state exercising this after a juror had been challenged and the challenge found not true by the triers.

SAYS PRESS GUIDES WAR ON CRIME

H. B. LeQuatte Urges Campaign to Get "Willing, Unafraid and Truthful Testimony" Before Courts

Criticism of the press for prominence given crime news is wasted effort, H. B. LeQuatte, president of the Advertising Club of New York, told the Federal Grand Jury Association of the Southern District of New York at a recent session.

"Except for this agency," he said, "the facts about crime would not be available to you and me. I maintain that the press does not glorify crime, or any one crime, any criminal or any branch of crime. If I read the press correctly, I find nothing but condemnation of crime in every sordid circumstance reported, down to the last morbid detail of the drama in the death-house. If I read the press correctly, our big shots of crime are shown to be brutes and cowards, and their underlings ruthless and craven, often drug-crazed agents of a system in which there is no honor or mercy. If I read the press correctly, then, I find nothing to encourage crime—but plenty to warn you and me that the savage elements of American society must be destroyed."

Mr. LeQuatte said a little of the national crime bill, "devoted to national advertising, would whittle the big bill down to more reasonable proportions. There is no doubt in my mind that advertising can lick crime—quickly and decisively."

Terming human testimony "the primary agency of justice," Mr. LeQuatte suggested, as an advertising man, development of "a merchandising plan, or an educational plan, if you prefer, or a systematic campaign designed on the specific objective of getting testimony before our courts . . . outspoken, willing, unafraid, competent and truthful testimony . . . which would put our criminals behind the bars."

ENDORSES SCRIPPS' PLAN

Senator Norris Says Heavy Tax Payers Should Appeal to Courts

A plan for the collection of estate and other taxes through financing in order to ease the burden of solvent estates or concerns, advocated by Robert P. Scripps, controlling stockholder of the Scripps-Howard Newspapers last week, has been indorsed by Senator Norris of Nebraska. Mr. Scripps said he believed the existing system of collecting estate taxes should be reformed to eliminate the danger of taxes forcing liquidation of a substantial part of an estate merely to pay the levy.

In cases of estate and inheritance levies, Senator Norris said, "every law of this kind should provide for application to the courts for immediate delay if immediate action is thought dangerous." As an alternative to long-time payment of the tax he suggested the possibility of insurance covering the amount of the tax.

John T. Flynn, Scripps-Howard writer, commented favorably on the plan in a recent column.

N. Y. PRESS TO MEET

The program of the annual meeting, New York Press Association, at the Onondaga Hotel, Syracuse, will begin and end with a contest. It will start Thursday evening, January 30, when Professor Bristow Adams, State College of Agriculture, Ithaca, and Dean M. Lyle Spencer, Syracuse School of Journalism, will report on their analysis of the 300 papers entered in the newspaper contest and announce the winners of the certificates of award. It will close Saturday noon, Feb. 1, following a Commercial Printing Forum when McKendree O'Brien, *Honeoye Falls Times*, and chairman of the forum, will award two prizes in the commercial printing contest—one for the most attractive and one for the least. The Friday, Jan. 31, program will be divided into two newspaper forums.

REF. STACK 5

HARRIS REBUKES AGENCIES SELLING NEWS FOR RADIO SPONSORSHIP

Chairman of Publishers' Radio Committee Recommends Newspaper Contracts with U.P. and I.N.S. Preventing Sale of News for Air Advertisers' Use Without Consent of Newspapers

SOME indication of what will be the trend of discussion and decision on the complex radio question at this spring's A.N.P.A. convention is evident in the remarks on the subject by E. H. Harris, chairman of the Publishers National Radio Committee. He spoke on Friday of this week before the Pennsylvania Newspaper Publishers Association in Harrisburg.

In substance, Mr. Harris urges that newspapers "protect their own news" by requiring in contracts with the United Press and International News services "a provision which will give to each newspaper client a property right in all the news of the association and prohibit the press association from selling this property to any broadcasting station or to any advertiser for sponsorship over the air without his consent."

"A news service," he told his listeners, "sold by one of the press associations to advertisers to be used over the air may damage newspaper property many miles away. Radio waves carry the news over many circulation territories not contemplated from the origin of the broadcast, thereby damaging individual newspapers within the listening facilities of the broadcasting station. The remedy for this situation lies entirely with individual publishers who contract with one or both of the privately owned press associations." He recommended "withdrawal as clients" as a remedy for newspapers.

Mr. Harris, after recognizing the tremendous strides made in broadcasting and the important developments in facsimile and television, sees in these things greater threats to the newspaper as an industry whose product is news. "If the facsimile machine is practical, then the newspapers should control this machine before it controls the newspapers." Or, "let me say in all seriousness that if publishers are content to rest upon their past laurels and think that nothing can damage the newspaper nor destroy its power they are like the man who fiddled while Rome burned. There is an old saying that there is no so blind as he who *will* not see." Or, "The question that publishers should ask themselves is whether the unlimited broadcasting of news is not gradually undermining the newspaper as a newspaper."

Questioning whether the practical value of newspaper ownership of radio stations has been proved, Mr. Harris said: "On the other hand, we find no publisher who is willing to relinquish his broadcasting license. The trafficking in licenses to broadcast has reached such a stage that fabulous sums are offered, and, in many cases, are paid for the right to occupy a position in the radio broadcasting field. The power to mould public opinion through these licenses has whetted the appetite of social, religious, political and financial groups, to obtain control of this medium of mass communication."

The A.N.P.A. radio chairman visualized the radio problem as broken down into three phases, namely:

"First: The protection and preservation of the property rights in news which the newspapers and the press associations have gathered.

"Second: A co-operative arrangement with the broadcasters so that news bulletins may be furnished to radio stations to be given to listeners without advertising sponsorship and with credit to the newspapers and the press associations as a public service for the newspapers, the press associations and the broadcasters.

"Third: The attitude of each individual publisher as to what system of broadcasting would best serve the public under our form of government. He must decide whether government ownership of radio, similar to that which exists in foreign countries, or some system by which radio can be used in the public interest without religious, social, political or financial domination is to be preferred."

In this latter connection, Mr. Harris explains that radio must, from its nature as a medium using the public domain of the ether, remain under at least mechanical supervision by the government. He draws from this a conclusion of danger from government political domination and reminds that "the newspapers of the United States have a serious obligation to the citizens to preserve our form of government and to maintain the right of freedom of expression for our own as well as for future generation." He emphasized that in some European countries "radio was the medium through which the press was destroyed."

Under the second consideration, Mr. Harris called for some revision of Press-Radio Bureau operation to provide for a continuing arrangement which retains for newspaper interests the responsibility of providing news to radio. "The press," he said, "should not surrender its trusteeship to an agency which is under a government license."

But it was under the first phase that Mr. Harris spoke most frankly to an attentive audience, anxious to hear what the *Richmond* (Ind.) *Palladium-Item* publisher would have to say for the U.P. and I.N.S. whose action nullified, in great measure, Mr. Harris' efforts to make the Press-Radio Bureau a panacea for press-radio ills.

"The soluiton of the first point involves the relationship of each newspaper to its press association," he said. "At present there are three main press association services: the Associated Press, a mutual organization without the profit motive; the two privately owned press associations which are organized for profit, namely, the United Press and the International News Service or the Universal News Service.

"A study of the decision of the Federal Court of Appeals of Station KVOS shows that every member of the Associated Press has a very definite property right in the news of that press association, and this right cannot be sold or given away to any radio station or advertiser to the detriment of a member without his consent. Therefore, as members of the Associated Press, we are protected on news which we as individual members furnish to this association and which this association gathers through its own members for our use. But what about the privately owned associations? If we examine our contracts we will find that in most cases, if not in all of them, these press associations may sell, give away, or do anything they decide with their news, and we as clients have no voice in their decisions. The remedy under the present form of contract is to withdraw as clients from these press associations.

"In many of the contracts which publishers have signed with the privately owned news gathering organizations, the newspaper agrees to make available to the press associations all the news which the newspaper has gathered, and in addition to this, the newspaper must pay a stipulated sum for this service.

"In return for these two provisions the newspaper receives the services of the press association. We must keep in mind that the press associations were organized for the newspapers and they could not exist today if it were not for their newspaper clients.

"Why should the publisher not require privately-owned press associations to include a provision in his contract which will give to each newspaper client a property right in all the news of the association and prohibit the press association from selling this property to any broadcasting station or to any advertiser for sponsorship over the air without his consent?

"If newspaper publishers would require such a provision in their contracts with privately owned press associations, they would be in a position to protect their own news. A news service sold by one of the press associations to advertisers to be used over the air may damage newspaper property many miles away. Radio waves carry the news over many circulation territories not contemplated from the origin of the broadcast, thereby damaging individual newspapers within the listening facilities of the broadcasting station. The remedy for this situation lies entirely with individual publishers who contract with one or both of the privately owned press associations.

"In the face of further development of radio or the ether spectrum so that facsimile printing and television will be commercially practicable the question of property rights in pictures should also be included in the contracts because pictures are being used more and more in the presentation of news. Consequently there is an equal property right in pictures just as there is in the printed news.

"In these statements I am not trying to embarrass privately owned press associations, neither am I attempting to promote the interests of a mutual press association. I have endeavored to point out a method of protecting our own interests by making contracts with privately owned press associations that will protect our own property rights, as they are protected now in mutual organizations in which they are jointly bound with all other members."

HITS "BOOTLEG" BROADCASTS

American League Acts to Bar Games From The Air

(*Special to* EDITOR & PUBLISHER)

CHICAGO, Jan. 21—Aiming to eliminate radio piracy of baseball game reports, major league officials this week took steps to "crack down" on "bootleg" broadcasts.

William Harridge, president, American League, made several announcements yesterday concerning radio activities at his league ball parks, after conferring with legal authorities. He was careful to point out that regulations were aimed at "bootleg" radio reports, not legitimate broadcasts. No broadcasts, however, will be permitted from American league parks, he said, unless the club involved gives its consent in writing.

In order to cope with spectators who may attend equipped with portable transmitters, the American league has ordered radio regulations to be printed on the back of every admission ticket, pass and baseball writers' credentials, pointing out that admittance to the park does not constitute the right to send radio reports from the park of the games. Ejection from the park for violation of these regulations is the first of a series of means whereby club officials can protect themselves.

President Harridge also revealed that Western Union Telegraph Company's contracts for exclusive rights to dispatch accounts of ball games has also been altered. Previously the telegraph company sent out detailed reports on games, a service known as "Paragraph One." This report was so complete that radio announcers were able to give the impression that they were eyewitnesses of the game when, actually, there were reconstructing the game from telegraph reports.

Under terms of the new contract between the Western Union and the clubs, the telegraph company merely holds the right to send out such news as the ball club authorizes to be disseminated from its park. "Paragraph One" and other play-by-play accounts no longer can be sent from any park without written permission.

TWO NEWS MEN FOUND AAA SUBSTITUTE

James Wiggins and Felix Belair Given Credit for Discovering Possibilities of Soil Conservation Act

(*Special to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 22—While worried administration leaders, economists and agricultural experts labored over the problem of framing a substitute for the deposed AAA, alert newspapermen pointed to the solution in existing statutes.

To James R. Wiggins of the *St. Paul Pioneer Press* and *St. Paul Dispatch*, and Felix Belair of the *New York Times* Washington bureau, goes credit for the soil conservation program which is intended to supplant the outlawed Agricultural Adjustment Act.

By reason of much time devoted to coverage of the Department of Agriculture and of extended study of farm problems, Wiggins and Belair have become known in the Washington press corps as experts on agricultural legislation. They are so recognized by Secretary Henry A. Wallace and AAA Administrator Chester Davis. When they paid an evening call to the latter to discuss what they professed to consider a workable substitute for the act rejected by the Supreme Court, they readily obtained a hearing.

After they had pointed to the soil conservation act already on the statute books and outlined how it could, with some minor amendments, accomplish virtually everything that AAA had set up as its objectives, Administrator Davis communicated with Secretary Wallace and the quartet went into a huddle. The secretary likewise was convinced the law has the capacity to continue federal aid to farmers and regulation of crops, with the additional advantage of having no apparent constitutional difficulties. The correspondents' suggestions were next relayed to the White House and Congressional leaders.

A committee of departmental experts had been at work for several days endeavoring to evolve a plan to take the place of AAA and had given some thought to the soil conservation law. The Department of Agriculture, however, gives full credit to Wiggins and Belair for pointing out the potentialities in the statute.

The major point of difference between AAA and the soil conservation plan, is that the former named several basic crops and paid producers benefits for restricting production, the funds for these benefits coming from taxes on the processing of these crops; the new plan permits the government to pay farmers for conserving soil by holding land from production, regardless of whether "basic crops" are thereby reduced. Funds for the latter are expected to come from a general excise tax.

CARICATURE STAMPS BANNED

Cartoons Not Affected, Post Office Department Explains

(*Special to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 21—The ban on use of caricature stamps circulated by a New York Republican group does not apply to newspaper cartoons, the U. S. Post Office Department explained Monday.

The department barred from the mails stickers intended for use on envelopes and postcards, which pictured President Roosevelt in the role of Frankenstein stamping out American industry; the President flippantly lighting a cigarette with a taper formed from the United States Constitution; and the President and Mrs. Roosevelt riding the Democratic donkey at the edge of a precipice, the former laughing before a microphone, and the latter holding a Communist banner aloft.

Similar cartoons in a newspaper would not be barred from the mails, the department explained, because the law applies only to pictures on outside wrappers of mail matter.

A.P., GUILD CASE HEARD BY COURT; LABOR LAW CALLED INVALID

Federal Judge Bondy in New York Reserves Ruling on Argument of A.P. for Injunction—J. W. Davis Argues for Press Association, Morris Ernest for A.N.G.

A HEARING on the Associated Press's application for a declaratory judgment holding the National Labor Relations Act unconstitutional and for a preliminary injunction restraining Mrs. Elinore M. Herrick, New York director of the National Labor Relations Board, and the American Newspaper Guild was held before Federal Judge William Bondy in New York Jan. 17. After arguments of the A.P., the labor board and the guild were heard, decision was reserved.

The injunction sought would prevent Mrs. Herrick from proceeding with hearings on the guild's complaint that one of its officials, Morris Watson, a reporter, was dismissed by the Associated Press because of guild activity, which constitutes a charge of unfair labor practice under the law, or with an election to determine the choice of Associated Press employes for collective bargaining purposes under the law.

John W. Davis, A.P. general counsel, opened the argument by challenging the National Labor Relations Act as "null and void in toto."

"The act is unconstitutional," he continued, "because it is not a bonafide regulation of interstate commerce. Morris Watson was an editorial employe, and the courts have held repeatedly that the relation between employer and employe is not commerce and does not directly affect commerce. The fact that the Associated Press itself transmits news to all parts of the country is immaterial.

"Secondly, the act impairs the right of contract and violates the due-process clause of the Fifth Amendment. The right of the employer to engage at his pleasure and the right of the employe to engage at his pleasure are property rights with which Congress cannot interfere.

"These are the two cardinal objections to this law—that the employer-employe relationship is not interstate commerce and that the law is an invasion of contract."

Mr. Davis pointed out that, while the law gave minority employes the right to present grievances to employers, it gave the majority of employes the sole right to select representatives for collective bargaining.

Citing injunctions granted in similar cases in Missouri, Federal District Courts in Wisconsin and Michigan, Mr. Davis went on:

"It is not necessary to decide the matter of constitutionality on this motion. If the court holds any serious doubt on that question, you should hold it in status quo while you relieve us of this burden by means of the preliminary injunction."

David Moscowitz, attorney for the labor board in the district and co-defendant with Mrs. Herrick, said there was "no doubt about the constitutionality of this law."

"We are convinced," he went on, "that men like Morris Watson are entitled to protection under the Constitution just as well as corporate interests like the Associated Press."

"And corporations are entitled to constitutional protection as well as individuals," Judge Bondy observed.

"Yes, properly so," agreed the lawyer.

Morris Ernst, counsel for the guild, said that an "overwhelming majority" of Associated Press employes in New York City are guild members. "We are ready to hold an election tomorrow if the A.P. agrees," he offered, "to prove this, if there is any doubt. It must be an anonymous election, because the guild, like all labor organizations, is constantly in fear of reprisals."

Reviewing the history of the Watson case, Mr. Ernst said that Mr. Watson, after being employed for seven years and being regarded as a "star reporter," was discharged on Oct. 18 last, a week after the Associated Press unit of the guild on Mr. Watson's motion adopted a resolution appointing the guild as its agent for the purpose of negotiating a collective agreement with the Associated Press. This, he pointed out, was shortly after the Associated Press changed from a five-day to a six-day week for its New York editorial employes.

Mr. Ernst charged that the A.P. management had been evasive in dealing with the guild's requests for collective bargaining negotiations, and had delayed and "kidded us along in an effort to break the strength of the workers."

"If an employer has not acted in good faith, honor and decency," he went on, "you should not use your extreme discretion to grant this application. When an employer comes into court he must come with clean hands."

He argued that the court had jurisdiction only if the A.P. could show that it had suffered "irreparable damage" from the act, which, he said, it had failed to do. As to the alleged "threat" of such damage, he promised that if at any stage of the proceedings witnesses or records were needed from the A.P., the guild would not ask for subpoenas but merely request the A.P. to produce them voluntarily "and leave the rest to public opinion if they refuse."

Following arguments Mr. Ernst asked that Heywood Broun, president of the American Newspaper Guild, be permitted to make a statement. The judge refused, but in an exchange of arguments, Mr. Broun said:

"John W. Davis is asking you for permission for the Associated Press to run a yellow-dog shop."

At Mr. Davis's objection the remark was stricken from the record.

REPORTER TESTIFIES

(*Special to* Editor & Publisher)

WASHINGTON, D. C., Jan. 22—Gilbert Love, staff reporter of the Scripps-Howard *Pittsburgh Press*, testified before the House sub-committee investigating the "silocosis massacre" at Gauley Bridge, West Virginia, Tuesday. Love told of his survey which resulted in his writing a series of articles on the fatalities among the workmen who were engaged in boring a tunnel through silicate formations several years ago at Gauley Bridge.

MOONEY IN JAIL

Martin Mooney, *New York American* reporter, started serving a 30-day sentence for contempt of court in New York Jan. 17. He was sentenced to jail and fined $250 by a grand jury to which he refused to divulge the sources of his information in a racket inquiry. Recently the sentence and fine were upheld by the New York Court of Appeals. As he started serving his term Mooney pleaded for the passage of a newspaper "confidence" law in New York state similar to those in effect in Maryland and New Jersey.

A. B. C. MEETING FEB 7

The board of directors of the Audit Bureau of Circulations will hold its next regular meeting Friday, Feb. 7, at the Carolina hotel, Pinehurst, N. C. Matters relating to circulation practices, including recommendations of the newspaper division relating to uniform audit reports, will be included on the agenda for discussion.

WREN MANAGING EDITOR

William C. Wren has been given the formal title of managing editor after serving in that capacity for several months, the *San Francisco Examiner* announced this week.

GUIDE TAKES TRANSRADIO

The *Fresno* (Cal.) *Shopping Guide*, weekly, has become Transradio Press Service's first California newspaper client, it was announced this week by Allan Faith, manager, San Francisco bureau. William B. Paris, publisher, announced start of the service under a banner head entitled: "Now!—World News Free!" No explanation was made as to whether, if the weekly becomes a daily, free distribution would be continued.

J. E. CHAPPELL HEADS BIRMINGHAM DAILIES

Named President of News and Age-Herald, Succeeding Victor Hanson Who Becomes Chairman of the Board

Changes in the official personnel of the Birmingham News Company were announced Jan. 16 following a meeting of the board of directors.

JAMES E. CHAPPELL

Victor H. Hanson, president and publisher, since March 1, 1910, was elected chairman of the board and James E. Chappell vice-president and assistant to the publisher was elected president and general manager. Mr. Hanson will continue the active directing head of the publication of the *News* and *Age-Herald*.

Mr. Chappell joined the News as state editor on Oct. 8, 1910, and rose by successive stages to his present position. He became city editor in July, 1911; managing editor, Nov. 1, 1915, and vice-president and assistant to the publisher, Jan. 1, 1922. He is a native of Kentucky, born at Cadiz 50 years ago. He is a graduate of Vanderbilt University. His two daughters have since been graduated from Vanderbilt. Mr. Chappell began his newspaper career in 1907 as reporter for the *Nashville American*. He became city editor in August, 1910. When two months later Luke Lea bought the American and absorbed it with the *Tennessean* Mr. Chappell joined the News in Birmingham.

For the last six years Mr. Chappell has been a director of the Southern Newspaper Publishers' Association and in addition is this year chairman of the labor committee.

Other changes made include the election of Henry P. Johnston, local advertising manager, and Clarence B. Hanson, Jr., national advertising manager, as vice-presidents. They are both nephews of Victor H. Hanson. Mr. Johnston was for three years publisher of the *Huntsville* (Ala.) *Daily Times* before joining the News as local advertising manager, Oct. 1, 1934. Clarence B. Hanson, Jr., had been in the local and national departments of the News for four years prior to being made national manager Oct. 1, 1934. Harry B. Bradley will continue in his capacity as advertising director in charge of all advertising.

The board of directors of the News Company consists of Victor H. Hanson, James F. Chappell, William A. Carns, mechanical superintendent; John C. Clark, business manager, and C. F. Kelly, of the Kelly-Smith Company, New York, national representatives of the News and Age-Herald.

MICHIGAN LEAGUE MEETS

Webb Miller, who was in Ethiopia for United Press, addressed the Michigan League of Home Dailies in Grand Rapids Jan. 17. Austin C. Batdorff, publisher, *Traverse City Record-Eagle*, was elected general manager for the ensuing year, succeeding George Handy, publisher, *Ypsilanti Press*. Harold S. Pringle, *South Haven Tribune*, was elected vice-president.

SELF-DEFENSE IS HELD TO BE PRIVILEGED

Portland News-Telegram Gets Final Decision in $100,000 Libel Suit Brought by Man Who Started "Newspaper War" in Oregon

The principle that "communications published in fair self defense are privileged" has been firmly established for the first time in the United States by the Supreme Court of the State of Oregon in upholding a jury decision in favor of the *Portland News-Telegram*, defendant in a $100,000 libel suit brought by Mark M. Israel. The Supreme Court handed down its decision Jan. 14.

Nov. 21, 1933, W. Frank Akin, prominent Portland politician, was found dead in his apartment. Police failed to solve the murder. Nov. 23 Mark M. Israel, for whose jewelry business Akin had acted as auditor on several occasions, made a statement to police, in the presence of a *Portland Oregonian* reporter, that Akin feared for his life because of threats made by "another woman" who kept Akin's attentions by threatening to shoot him if he ceased seeing her. The Oregonian gave the story big play. It said Mrs. Akin had known of and consented to her husband's relationship with the "other woman."

The News-Telegram subsequently carried an interview with Mrs. Akin denying the allegation and saying further "It is silly, in the first place, to suppose Frank might have confided in Israel on any private matter. He had no regard for Israel's integrity and frequently said so after being engaged to audit the books of that firm.

"He told me he knew Israel was stealing from his own father-in-law and he said he had no use for that kind of a man."

Israel sued for $100,000.

The jury awarded a verdict in favor of the News-Telegram, but the judge granted the plaintiff's petition for a new trial on this ground: "The court erred in instructing the jury that the article as published was qualifiedly privileged."

In setting aside this approval of a new trial, the Supreme Court reasoned: "Mrs. Akin was, and still is a teacher in the public schools of Portland, Oregon. One of the essential elemental quaifications for that position is a good moral character. She was charged with conniving at and consenting to the alledged adulterous conduct of her late husband. She owed a duty to herself as well as the community to refute that charge so far as she could, in the same manner in which it was made.

"It is common knowledge that people do not confide their short-comings except to their very closest friends and only to friends in whom they have the utmost confidence. . . . Mrs. Akin had a right to show that no such confidential or friendly relationship existed between plaintiff and her late husband. She also had a right to show why such relationship did not exist. . ."

Mrs. Akin broke down during the interview which preceded her story, but Mr. Akin's sister completed it. The privilege was held to be in effect for her defense of her brother also.

However, S. S. Hahn, general counsel for the Scripps League of Newspapers, has issued this warning:

"Editors must remember this: That in order to avail themselves of the right of self-defense principles, that in rebutting an assailant his retort is a necessary part of his defense, fairly arising out of the charges he is answering.

"In other words common sense governs each situation. For instance, if an assailant were to throw a small book at you, you would not be legally excused in shooting him in self defense of your person. The law requires you to use only such weapons that are reasonably necessary to defend yourself against serious physical harm.

"So it is with rights to defend your reputation."

SECURITY LEGISLATION, TAX LAWS STUDIED BY CALIFORNIA GROUP

New Constitution Adopted at Annual Convention Bars Free—Distribution Papers—Frank Rospaw of Placentia Elected President

(*Special to* Editor & Publisher)

SANTA MONICA, Cal., January 19—With the adoption of a new constitution and by-laws, and the minute inspection of social security legislation in particular and the tax situation in general as its principal items of business in a three-day session, the forty-eighth annual convention of the California Newspaper Publishers' Association closed here today at the Miramar Hotel.

The publishers elected Frank Rospaw of the *Placentia Courier* to succeed Clark F. Waite, Southern California Newspapers Associated, as president for 1936.

An important point covered by the new constitution is the clear definition of the four types of membership in the association, which definitely bars free-distribution papers from active membership. The question of the admission of throw-aways to the C. N. P. A. membership was raised in Southern California several months ago and created considerable controversy at the time.

In other respects the new constitution is largely a modernization of the old charter.

Features of Federal and state social security legislation as it affects publishers were considered thoroughly by Col. Samuel G. McClure, publisher, *Santa Monica Outlook*. The various forms in which unemployment insurance plans have taken in various states and in European countries also was discussed by Arlin E. Stockburger, director of the California Department of Finance. J. R. Knowland, publisher, *Oakland Tribune*, and president of the State Chamber of Commerce, was another speaker who dwelt at length on the tax situation in California, and outlined the program which the State chamber is pursuing in an effort to check the growing tax demands.

In his annual address President Waite pointed out that while the C. N. P. A. policy was to keep from endorsing plans of political action which might be subject of editorial controversy, members should nevertheless be informed on such an important matter as increased and increasing taxation, and all plans to reduce taxation, and that therefore a considerable porion of the program had been devoted to that subject.

Col. McClure declared that the present unemployment insurance set up is unfair to newspapers in that publishers are required to contribute to the fund at the same rate as other industries, although it is a well known fact that newspaper employment is steadier than any other industry in the state. He cited statistics to show that the average difference in the number of newspaper employes between the boom years and the depression was only 10 per cent, whereas in other industries the difference ran as high as 75 per cent. He also reported that the committee which he headed had filed a recommendation with the state that newsboys and string correspondents and others in part-time work should not be considered as payroll employes, and that they therefore should be excluded from payroll assessments. To include these workers would triple the number of names on the payroll, and the cost of bookkeeping to the state alone would be more than the insurance contribution collected, he declared. While no state action has been taken, indications are that the proposal would be favorably considered, he said.

The convention voted to continue Col. McClure as head of a committee to watch the social security situation another year.

Similar discussions were heard at the weeklies' division round table, where Ford A. Chatters, *Lindsay Gazette*, declared that certain of proposed taxes sure to be considered by Federal and state legislative bodies would greatly hamper publishers.

The annual report of John B. Long, general manager of the association, emphasized the benefits of close attention

Clarke F. Waite (left), retiring president of the C. N. P. A., and Frank Rospaw, publisher of the *Placentia* (Cal.) *Courier*, new president elected at the forty-eighth annual convention, Santa Monica, Cal.

to tax details when it was revealed that through C. N. P. A. action a sum mounting toward the million dollar mark annually is being saved for California publishers through liberal interpretation of the use tax, sales tax, and other forms of special taxation enacted by the last legislature.

A recommendation by H. W. Hammond, *Riverside Press-Enterprise*, that a committee be appointed to consider the establishment of an advertising department to contact the head offices of chain stores operating in California, was approved and referred to the executive committee for action.

Another proposal given serious consideration was presented by Hugh Baumberger, advertising manager, *Culver City Star-News*, who urged the association to take steps to correct the abuse of market surveys asked of newspapers by certain agencies. Such surveys are becoming costlier and costlier to newspapers, he declared.

Other round-table speakers were Russ Knowland, *Oakland Tribune*, discussing a successful safety campaign conducted by that newspaper during the holidays; W. H. Harrison, circulation manager, *Los Angeles Evening Herald and Express*, on "Who Is Our Leading Customer"; Charles Chaffee, Southern California Newspapers Associated, advocating the adoption of a circulation costs and revenues analysis form similar to the one adopted by the Inland Press Association last October; Harry Butler, *San Mateo Times*, outlining the paper's "Greeting Club," which has been efficient in increasing circulation, national and local advertising since it was started two months ago; Cyril Cairns, *Martinez Gazette;* George Morell, Peninsula Newspapers; Walter Mendenhall, *Van Nuys News;* Tobias Larson, *Claremont Courier;* V. G. McCann, *Auburn Journal;* Louis Meyer, *Oakdale Leader;* Don Keene, *Orland Unit;* Frank B. Anderson, *Sausalito News;* and M. Z. Remsburg, *Vista Press*.

A report by William Kellogg, *Glendale News-Press*, on the effectiveness of the Michigan state advertising campaign to collect delinquent taxes, was enthusiastically received and referred to the executive committee for consideration in California. Under the plan Michigan last fall spent $75,000 for advertising, using every daily and weekly paper in the state, and collected a total of $54,000,000 in delinquent taxes, $12,000,000 of it in one month. The same month the previous year, without the benefit of the ad campaign, only $2,000,000 in delinquent taxes was collected.

Resolutions against Communistic propaganda, pledging members to maintain a free press on equal terms to all parties, for the appointment of a committee on education to assure a high standard of journalism instruction in schools and colleges, and calling upon the postmaster general for a more liberal interpretation of lottery laws which would differentiate between harmless drawings and lotteries having an undesirable moral effect, were unanimously adopted.

Officers elected, in addition to Mr. Rospaw as president are George Morell, vice-president, dailies division; Roy Brown, *Sanger Herald*, vice-president, weeklies' division; Fred M. Rolens, *South Pasadena Foothill Review*, secretary-treasurer.

The following publishers were elected to the state advisory council: Donald D. Campbell, *Paso Robles Press;* Vernon McCann, *Auburn Journal;* L. L. Thompson, *Chula Vista Star;* E. S. Byfield, *Selma Irrigator;* F. G. Dunnicliff, *Dixon Tribune;* Cliff McDowell, *Turlock Journal;* J. H. Crothers, *Humbolt Times;* M. F. Small, *Feather River Bulletin*, Quincy; Braden French, *Santa Paula Chronicle;* Frank Anderson, *Sausalito News;* Percy M. Whiteside, *Tularle Advance-Register;* J. F. Galvin, *Richmond Independent;* Allen T. Wilter, *Brawley News;* Rex B. Kennedy, *Whittier News;* C. E. Lilley, *Sacramento Union;* A. A. McMullen, *Yuba City Independent;* Harvey Ling, *Burbank Review;* Louis Meyer, *Oakdale Leader;* Florence J. O'Brien, *Chico Enterprise;* George H. Payne, *San Jose News;* Neal Van Sooy, *Azusa Herald;* H. A. Lawson, *Eagle Rock Sentinel;* Lloyd Tiernan, *Barstow Painter* Harry T. Silver, *Walnut. Creek Courier-Journal;* Horace Thomas, *Marysville Appeal-Democrat*.

Of the latter group, George H. Payne, Neal Van Sooy, Lloyd Tiernan and Horace Thomas were selected to serve on the executive committee with the four officers of the association and Clark Waite, the immediate past-president.

Gov. Frank F. Merriam was guest of honor at the awards luncheon Saturday, when the *Los Angeles Times* cup for the best weekly front page was presented to the Selma Irrigator: the State Chamber of Commerce cup for the best daily editorial page to the *Santa Ana Journal;* the Alpha Phi Gamma cup for the best editorial to A. E. Snider, *San Fernando Sun*, for "Invisible Government," denouncing a local recall move; and the Lord & Thomas cup for the most valuable disinterested community service rendered by a newspaper to the Marysville Appeal-Democrat for its part in stabilizing the peach industry.

Considered one of the most successful conventions ever held by the association, 223 publishers and associates attended, representing 124 newspapers. The new executive committee this morning reemployed John Long as general manager for the coming year.

SECURITY LAW DISCUSSED

(*Special to* Editor & Publisher)

BOSTON, Jan. 21—About 75 members of the New England Daily Newspaper Association gathered for their January meeting today at the Copley Plaza for a round-table discussion of timely business topics. William F. Lucey, secretary, *Worcester* (Mass.) *Post*, led a discussion on social security laws and procedure. Newspaper mechanical problems, taxes and advertising were other topics covered in a closed meting. At the luncheon Roy Eblen, secretary of the Phoenix Insurance Group, addressed the members on the importance of complete insurance protection, regular check-ups on policies already held, analysis of insurance needs at periodic intervals. William G. Spence *Lowell* (Mass.) *Courier-Citizen*, president of the association presided.

SEEKING COOPERATION OF PRESS AND BAR

Grove Patterson, ASNE head, Will Appoint Committee to Meet with Bar Association to Curb Criminal Trial Publicity

A plea for greater cooperation between the courts and newspapers and for improved methods of handling legal cases from a newspaper standpoint was made by Grove Patterson, editor, *Toledo Blade* and president, American Society of Newspaper Editors, in an address before a divisional meeting, Ohio State Bar Association convention in Toledo Jan. 18.

Mr. Patterson announced that he intends to appoint in the near future a committee of prominent editors from the A. S. N. E. to meet with a committee of the American Bar Association to study improved means of reporting legal decisions. The editor conferred with William L. Ransom, New York, president of the American Bar Association and principal speaker at the convention.

Last week Mr. Ransom made public recommendations of a bar association committee on ways and means of curbing excessive publicity in connection with criminal trials.

American editors already have given much thought to the subject of reporting legal decisions and court procedure, Mr. Patterson told the group. He said complaints which have been made about newspaper methods of reporting court cases have arisen in part through failure of courts properly to cooperate with newspapermen.

The *Baltimore Evening Sun* of Jan. 15, commenting on the bar association proposals, under the head "More Hooey," said:

"There isn't a practicing attorney in the country who doesn't know that such circuses as the Hauptmann affair can be prevented without any rigid set of rules. All that is needed is a judge with some sense of personel dignity and a high respect for his office. Rules would hamper such a judge."

If judges will not employ the power that has been put in their hands, the Evening Sun said, "what is needed is not new rules but new judges; and the American Bar Association knows it."

WINS SHIFT OF VENUE

The petition of the *Philadelphia Inquirer* for a change of venue in the criminal libel suit brought against it by Attorney General Margiotti was granted Jan. 22 and the trial is to be held in Washington County. The Supreme Court assigned President Judge William S. McLean, Jr., of Luzerne County to go, on the second Monday of February, to preside. The Attorney General procured the indictment in Jefferson County, his home county, and the Inquirer declared that it could not receive a fair trial there. The charges are based on an article of last September.

PLAN CENTENNIAL TRAIN

Plans to operate a Texas Press Association Centennial train to Washington and New York with return through the Middle West to advertise the Centennial exposition were made by the association's program committee in Dallas, Jan. 18. Louis C. Elbert, *Galveston News-Tribune* association president, and Sam P. Harben, secretary, were instructed to work out a program to advertise and publicize the proposed trip.

ROWELL HONORED

Chester H. Rowell, editor, *San Francisco Chronicle*, has been selected to receive the 1935-36 Benjamin Ide Wheeler Service Award given biennially to the Berkeley, Cal., citizen judged most useful.

J. M. NELSON TO JONES CO.

James M. Nelson, formerly of Young & Rubicam, has joined the Contact Department of Ralph H. Jones Company, New York.

NO HITCH IN PERFECTLY PLANNED COVERAGE OF KING'S DEATH

Tidings Flash Around the World in a Few Minutes—End of Reign Reported in Utmost Detail As Result of Years of Preparation by All Press Associations

THE death of King George V, a story on which literally 20 years have been spent in preparation, was reported with singular smoothness at 11:55 p.m. (Greenwich time) Monday night, releasing tens of thousands of previously written words on background and more thousands on the coverage of spot news angles of the monarch's quiet passing.

Received in New York City shortly after seven o'clock in the evening, it became a morning paper story for Atlantic coast papers, with plenty of time for the last word in organization and completeness, both from the standpoint of picture layouts and news content. Late afternoon papers carried the account in the west and midwest. Press association staffs in London stayed awake for nearly 36 hours, supplying American papers with scores of columns of the main and related stories.

In New York City the *Herald Tribune* used half the first page for the various angles of the King's death and devoted all news space on the succeeding ten pages to the story and its implications. The *Times* and other morning papers had corresponding amounts and banner lines featured almost every morning paper in the nation.

Heavy black borders surrounded all London morning newspapers. Not a line of other news or advertisements appeared in a 12-page edition of the *Evening Standard*, devoted to the death of George V and the accession of his son.

The story, even more vital in Canada than in the U. S., appeared in special editions of the *Montreal Star* and *Montreal Herald*, evening papers, and the bulldog edition of the morning *Gazette* appeared on the streets at the same time. Other Canadian dailies gave the story big play.

What might have made the story the greatest of the decade was an incident which kept London and New York bureaus of the press services on nervous edge for ten minutes. The new King and Prince George, next in line to the throne, took a plane from Sandringham to London and were ten minutes overdue before their plane was sighted. The story of their being overdue was not put on the wires, but cable desks were alarmed for the moment over the possibility of a crack-up.

The story of the death watch was cabled by John Gunther, *Chicago Daily News* correspondent, who was among the newspapermen at the Feathers Inn at Dersingham, near Sandringham.

"The climax," he wrote, "was a shrill bell in the drafty, ice-cold corridor of a typical English country inn. A tall, energetic and rather flamboyant youngster named Louis Wolf, correspondent of the lofty official British agency, the Press Association, was called from the crowded, threadbare room where from 30 to 40 reporters were desperately scrambling for places to sit and write.

"The call was from Sandringham House, where no journalists under any circumstances are admitted. But arrangements had been made whereby the Press Association would be informed when the King died. The understanding was that Wolf would pass on the precious bulletin to his colleagues. Wolf repeated the message so all could hear and the news was flashed to the press of the world."

For many years London bureaus have been preparing for what they called "the eventuality" when the King, who had said of the press: "Stop the pulsations of the press and the collapse of the social, commercial and political structure must inevitably follow," would die.

The United Press had sent, at the first indications of the King's illness, Harry L. Percy to Sandringham with two legmen from the London bureau. Saturday morning Samdor Klein arrived with two additional legmen. Telephone facilities out of Sandringham were so poor that the men raced to nearby villages to send their dispatches. Meanwhile, at a cost of $400 and 24 hours, a special line was installed. The Sandringham switchboard was tied up with calls so that application had to be made three or four hours in advance in order to place a call.

Henry Tosti Russell, "inside story man" at the London U.P. bureau, covered Buckingham palace and Sunday night was able to quote "a source close to Lord Dawson of Penn" on the impending death. In charge of the London desk was Clifford L. Day. The story was phoned to him.

One interesting special feature supplied by the U.P. was the story by the royal biographer, Sir George Arthur, summarizing the new King's essential characteristics. This was among 10,000 words of advance matter sent out Sunday and Monday.

The London Associated Press bureau worked out a program calculated to cover every possible contingency. The King's severe illness in 1928 gave the staff practical experience in anticipating the eventuality. There was in the hands of Associated Press member papers some 18,000 words of background and historical material.

From the time the King died until midnight of Tuesday, some 31,000 words of cable news about the event moved over A.P. wires.

Oscar Leiding, head of the A.P. night desk in London, handled the death flash and bulletins, and Burdette Johns the day desk follow-ups. Charles Nutter was sent to Sandringham, while Harold Braman, Elmer Peterson, Roger Green, R. H. Anderson, James Oldfield handled special byliners, under supervision of Frank King.

Associated Press staff photographers in England secured pictures of King Edward VIII, taken Tuesday morning as he left Sandringham. One was transmitted by wire to London, then radioed to New York, and delivered at every Wirephoto point in the United States seven hours after it had been taken at Sandringham.

International News Photos and Wide World Photos received radio pictures of the new King leaving Sandringham the same afternoon.

The two Hearst services combined carried 125,000 words covering the last hours of the King's death and the consequent developments. The running story was handled by Thomas C. Watson, a veteran of the London staff of Universal Service. Divisional angles of the story were written by William Hillman.

Two unusual features were included in the Universal report. One was a signed story by David Lloyd George, chancellor of Exchequer when King George ascended to the throne in 1910.

Another feature was a poem, dedicated to King George VIII, by John Masefield, poet laureate of England.

Besides the wire copy, Universal, and International News Service likewise, had provided their clients with obituary material on the King by mail. This totaled 20,000 words.

Following up the story for its afternoon papers International News Service's coverage was directed by H. K. Reynolds, London manager. David P. Sentner, formerly of the I.N.S. bureau in New York, covered the Sandringham end of the story and reported the first details of King George's death.

The running story of the day's developments following the death of the monarch, was handled by Charles A. Smith, who with Reynolds are veterans of the London bureau. Newell Rogers, also a veteran in the I.N.S. London bureau, had a feature regarding England's next Queen.

L. A. DAILY CHANGES NAME

Post-Record Becomes Evening News Feb. 3—Adopts Tabloid Size

(*Special to* Editor & Publisher)

Los Angeles, Jan. 20 — Effective Monday, Feb. 3, the *Los Angeles Post-Record*, evening paper, will change its name and dress. On that date it will become the *Los Angeles Evening News*, making its appearance in the 6-column, 18-inch format of the morning *Illustrated Daily News*. This announcement was made by Manchester Boddy, publisher and owner of both dailies. No change in ownership is involved.

Both papers will be published at the three-story plant of the Illustrated Daily News at Pico and Los Angeles streets, which is being modernized and enlarged.

In the advertising field, both local and national rates will be available in optional combination.

Mr. Boddy announced the executive personnel of both organizations as follows: Robert L. Smith, general manager; Stephen O'Donnell, editor, Evening News; Matt Weinstock, managing editor, Daily News; William Powell, advertising manager; Thayer Ridgway, national advertising manager; William Robare, circulation manager; Art Stanley, mechanical superintendent.

The Post-Record, formerly the *Record*, is the second oldest newspaper in Los Angeles and was founded in 1895 by E. W. Scripps, later becoming a Scripps-Canfield publication. It was purchased by Manchester Boddy Jan. 7, 1935, from LeRoy Sanders, who became publisher in September, 1933.

PIERCE, ROACH SENTENCED

Publisher Gets 12 Years, Business Manager Five, for Fraud

(*Special to* Editor & Publisher)

Memphis, Jan. 20—J. E. Pierce, editor and publisher of the *Huntsville* (Ala.) *Register*, was sentenced to serve 12 years in prison and fined $8,500 in U. S. District Court here today on 17 counts of impersonating a federal officer and "fraudulent misrepresentation." Convicted with Pierce was E. H. Roach, his assistant and business manager, who will serve five years and pay fines of $3,400.

The sentences, imposed by Federal Judge John Martin, grew out of an advertising promotion scheme employed by the Huntsville publishers in which the government charged they victimized farmers in West Tennessee.

In his 22-page opinion, Judge Martin reviewed the testimony which alleged that Pierce and Roach visited farmers, asked if they wanted cheap roads, lower taxes and cheaper power. The farmer was told he could get all these by purchasing "TVA units."

"TVA units," according to the defense, were blocks of advertising in the Huntsville Register "designed to promote the welfare of the community they advertised."

The government's case was based upon a charge that the publishers represented themselves as federal agents in selling this "goodwill" advertising.

Defense counsel announced they would await the Supreme Court decision on the TVA before deciding whether to appeal.

OWENS IN ABERDEEN

Robert L. Owens, formerly of the *Grand Forks* (N. D.) *Herald*, has been named publisher of the *American and News* of Aberdeen, S. D. He succeeds Howard C. Anderson, resigned. John A. Bailey, former city editor of the *Oklahoma News* of Oklahoma City, was appointed editor. Fred C. Stellner, an advertising solicitor for several years, was promoted to advertising manager.

CORCORAN VICE-PRESIDENT

E. F. (Gene) Corcoran has been elected vice-president of the Branham Company, publishers' representatives. He will continue to maintain his headquarters in the Chicago office. He has been with the Branham organization for more than 20 years.

USE OF SHORT WAVES FOR NEWS IS FADING

Discontinuance of Coast "Circuit" by Transradio Presages Decreased Use of This Type of Transmission of Newscast Material

Unless short wave transmission of news for radio on a point-to-point basis is definitely improved from a technical standpoint, it is likely that this method will be of decreasing importance in this country and may eventually be completely eliminated. Such was the significance of the announcement this week by Transradio Press Service that its western "circuit" of short wave transmission has been dropped.

Short wave transmission had been used as a "pathfinder" for Transradio through the subsidiary Radio News Association. Where the radio news service got a new client or two in a remote sector, it was not feasible to lease a wire for long distances to service such subscribers. Short wave transmission was then adopted. On the West Coast more than a score of stations were receiving Transradio news via short wave.

Herbert Moore, Transradio's president, said that he felt short wave transmission decreasing in exact ratio with the increase in use of the teletype. Where short wave was dropped, the teletype has been responsible because it offered a more certain method of transmission.

His experience in servicing stations with news makes Mr. Moore one of the best informed short wave men in non-technical circles and he is not dropping short wave without giving it an exhaustive trial. He says that the size of the country imposes conditions which make short wave transmission too unreliable to be called practical.

Transradio engineers find as the result of 18-months usage of short wave for delivering news that the United States is divided into three lateral climatic zones, each with varying atmospheric conditions which bear on short wave transmission.

Geographically, also, the nation is divided into three horizontal belts (four in summer) between which short wave conditions vary perceptibly. On top of this nine-fold division, the year is divided seasonably into four quarters and short wave transmission conditions vary so much from one to another that extensive readjustments must be made at each season's change. So complicated have these variances proven, that teletype communications is being relied upon more and more.

In concentrated areas, Transradio found short wave highly acceptable, but expanded into broader fields it has not done so well. Storm conditions in the United States are so frequent, in considering wide areas, that transmission possibilities are rarely predictable. One of the great newspaper chains has spent hundreds of thousands of dollars in experimentation on short wave operation of teletype printers on a distant point to point basis, primarily, but this has never been brought to the active operation stage.

H. H. STERNBERG PROMOTED

Herbert H. Sternberg has been named national advertising manager of the *Hollywood* (Cal) *Citizen-News*, succeeding W. O. Mincher, who has joined the *Pasadena Star-News* in a similar capacity. Mr. Sternberg has been with the Citizen-News for nine years in charge of branch stores and department stores. Mr. Mincher went to the Citizen-News in 1929 from the *Bronx Home News*, New York. R. D. Wise succeeds Mr. Sternberg.

FELTON TRANSFERRED

Ray W. Felton, for the past eight months editor, *Santa Ana* (Cal.) *Journal*, has been transferred to the *Ventura* (Cal.) *Star*, his place being taken by Braden Finch, formerly editor of the Star.

STORES' ONLY HOPE FOR PROFITS LIES IN VOLUME, SAYS COLLINS

With 1½ Billions of Increased Retail Sales in Sight, Heavier Promotion Is No Wild Gamble, He Says—Wm. H. McLeod Heads Sales Promotion Men

THERE is only one way in which department stores can improve their net profits materially in 1936—by increasing their volume of sales—according to Kenneth Collins, assistant to the president of Gimbel Brothers, New York, speaking this week before the Sales Promotion Division of the National Retail Dry Goods Association. Neither further control of expenses nor efforts to increase percentage of markup offers any likelihood of increased profits, he said.

But with increased retail business of at least one and a half billion dollars in sight for 1936, according to the "least sanguine forecasts," he went on, sales promotion men are increasingly thinking that "that as business improves they should drastically increase their promotional efforts."

"After all," he said, "when a store has a fixed expense, or a rising one; when a store has a stationary gross margin of profit, it cannot be criticized for taking a gamble with extra advertising dollars in an effort to raise its volume of business. And I don't call it gambling in the sense of trying to draw to an inside straight or hoping to fill out a four-card flush. For since general business is improving everywhere, it simply means that since the mass of people are beginning to spend more money, a store is guilty of criminal inaction if it doesn't try to tell people more things bout more things for sale."

Mr. Collins, openly recanting some of his past expressions, paid tribute to the old-fashioned advertising ideas exemplified by John Wanamaker, Marshall Field, Isidor Straus and others, saying they must have gone on the idea that on a given day a certain dollar-volume of business was necessary for the store, that they could afford to spend a certain sum to "buy that day's business," and that many departments of the store must contribute to the total picture.

"Ten or fifteen years ago," said the speaker, "many theorists (including at a later date myself) set out to disprove this type of thinking. They argued that many individual items on a page didn't produce business the next day commensurate with the money spent on them, and that, therefore, they should not have run. They tried, in short, to make retail advertising a scientific, measurable thing.

"I suspect the merchants of 25 years ago would have told them to go fly a kite. I think they would have been satisfied with the fact that on the day or days under consideration the store made a reasonable increase in business across the board. I think they wouldn't have tried too specifically to relate a single segment of an advertisement to a department's business. 'Buy a day's business' must have been their slogan. I think we should have some such slogan today."

Citing the depression lessons learned by store executives, Mr. Collins said:

"First, they now know *without any shadow of a doubt* that price is by far the most important consideration in any piece of sales promotion material. They no longer make long and idealistic speeches about the sins of comparative prices. Price, and a comparative price when it can be used, is the most exciting piece of news about any article of merchandise. A woman must first of all know whether she can fit a desired purchase into her budget. There is no use glossing over this fact. And she must *also* know if she is getting something a little cheaper than usual.

"I have been guilty as anyone in the country of arguing the case for amusing and provocative headlines, for humor where humor can be employed, and I do not take back anything I have said; but I do wish emphatically to change the emphasis of all such remarks and to make any other device in advertising purely secondary to exciting news about the price and everything concerned with it.

"I think most sales promotion men have realized that dramatic increases in volume will depend in part upon a liberal extension of credit facilities.

"I think sales promotion men have learned that almost all parts of the store they represent need promoting. They have had experience with large advertisements filled with many small items set in 8 or 10-point type that have produced measurable business the next day. Most large stores resort now and again to the conventional Dollar Day. Most stores print advertising for that Dollar Day in an ugly conglomeration of small type and illustrations which can of course be improved upon, but which, nevertheless, bad as they are, produce very good response. I don't need any other proof than this to indicate to me that daily large numbers of women must go through ill-assorted pages of stores' advertising looking for bargains."

Dorothy E. Swenson, advertising manager of Abraham & Straus, Inc., Brooklyn, told the audience that stores are unfair in tabulating the results of advertising on the basis of direct sales made in one or two business days after the copy appears. As a new "advertising yardstick," she urged that at least a week's response should be measured.

"A good promotion," she said, "should pull for at least a week or two weeks. Some advertisements pull for a month. A real idea often pulls for years."

She went on from this to suggest a promotion cost of 5 per cent of sales, or probably even 3.5 per cent, as a new yardstick for measuring whether a promotion has been successful. Ten per cent she called "awfully high," while many promotions have been figured to cost in direct expense up to 20 or 30 per cent.

Mrs. Swenson explained later that these percentages were not necessarily on a full week's sales since the more successful the promotion the shorter the time of sale might be.

Other speakers spoke of 10 per cent cost as indicating an excellent advertisement.

"It is a waste of time," Mrs. Swenson told her audience, "for buyers and merchandise men to mess around too seriously in the choosing of newspaper media. Only by the most skillful coordination of departmental promotions can the most be had for the money expended, in the way of using a good newspaper position well, and impressive massing of space, and in building strong media and often new media. Good newspapers to advertise in are among a store's most precious assets. No buyer, no merchandise manager, could possibly be quite as close to the 'space market' as is the advertising department or the general manager."

Mrs. Swenson said that many stores, using "unit" advertisements instead of "omnibus pages," fail to get full value from their space because the units are scattered instead of being grouped.

"We are on the verge of a revolution in advertising copy as in literature," she said. "Copy is getting more conversational, more staccato, brisker, quicker, simpler. Action photographs have influenced fashion artists to the point where the topnotch sketchers are going back to school again, studying painting and drawing in order to be better commercial fashion artists—in order to make their drawings more anatomical, more real, more alive. We had better look over our type faces, too. Modern type not only pulls better than old style, it gives a more economical use of space. More planning is necessary, more design, but because of sharper contrasts it is possible to use smaller cuts, smaller prices, smaller spaces."

Paul E. Murphy, advertising manager of Frederick Loeser & Co., Inc., Brooklyn, displayed a form designed to aid in setting up a newspaper advertising appropriation, and in distributing it by departments and by months. For each department, after noting the advertising percentages in comparable stores and in the store itself in the preceding three years, the store executives note the advertising percentage determined upon for the current year. Using either last year's sales or a carefully studied forecast of the present year's sales, the cash appropriation can be figured from this percentage, "with the proviso that the budget may increase as sales increase as long as it keeps in line with a predetermined percentage." The appropriation is divided by months on the basis of comparative amount of business done each month last year.

Ken R. Dyke, general advertising manager of Colgate-Palmolive-Peet Company and chairman of the Association of National Advertisers, called for keener study of advertising results by retail and general advertisers alike. He announced this advertising policy for his own firm:

"I do know that our company intends to go on selling through aggressive advertising. We don't intend to pay increasing costs for advertising or for inflated circulation which is of no use to us. We're going to scrutinize costs mighty carefully, and eliminate every cent of waste in buying advertising that we can. We're going to watch the results of our advertising with increased vigilance, in order that we may get back maximum return for every dollar spent. We will pre-test our advertising wherever possible and practical.

"We take our advertising seriously . . . not because it costs us money but because it makes us money . . . and because it represents our company to 120,000,000 people. We want to not only profit by, but be justifiably proud of that representation."

Wm. H. McLeod, sales manager, Wm. Filene's Sons Company, Boston, was elected chairman of the Sales Promotion Division of the N. R. D. G. A. Karl Egge, publicity director, Bloomingdale's, New York, was made vice-chairman, and B. W. Newell, publicity director, J. N. Adam Company, Buffalo, secretary-treasurer.

Paul E. Murphy and John Wood, director of publicity and sales, B. Altman & Co., New York, were elected members of the Executive Committee.

B. Lewis Posen, sales promotion manager, Hochschild, Kohn & Co., Baltimore, was appointed to fill a vacancy on the Board.

Newly elected directors were: Mr. Egge; Mr. Newell; H. L. Redman, vice-president, Saks-34th Street, New York; C. Gordon Anderson, publicity director, Burdine's, Miami, Fla., and Robert Smith, publicity director, Lipman, Wolfe & Co., Portland, Ore.

EDITOR & PUBLISHER CALENDAR

Feb. 6-8—Ohio Newspaper Assn., annual convention, Deshler-Wallick Hotel, Columbus.

Feb. 7-8—South Dakota Press Assn., meeting, Sioux Falls.

Feb. 9-10—Financial Advertisers Assn., conference, officers and directors, Waldorf-Astoria, N. Y.

Jan. 27-28—Advertising Departmental, N. Y. State Publishers Assn., meeting, Hotel Syracuse, Syracuse.

Jan. 27-28—Association of Newspaper Classified Advertising Managers' regional convention, Hotel Syracuse, Syracuse, N. Y.

Jan. 30-Feb. 1—New York Press Assn., annual meeting, Onondaga Hotel, Syracuse.

Jan. 31-Feb. 1—Interstate Advertising Managers' Assn., winter meeting, Adelphia Hotel, Philadelphia.

NO ADS FOR CHERRIES

National Canning Units Find Publicity Easier To Get

(*Special to* Editor & Publisher)

CHICAGO, Jan. 21—Newspapers will be called upon to give free publicity to two "national weeks" next month, according to plans announced this week by the cherry and salmon sections of the National Canners Association in convention here.

Speaking at the pitted red cherry section of the canners association today, Harold Carpenter, Wolcott, N. Y., discussed plans for the "Fifth National Cherry Week," tieing in with Washington's birthday anniversary. Commenting upon the general scheme of gaining free publicity for cherries "so that now cherries are to Washington's birthday as cranberry sauce and turkey are to Thanksgiving," Mr. Carpenter stated:

"The custom of conducting a series of local cherry-pie-baking contests with the grand finale at the Hotel Morrison in Chicago has become well established, and has resulted in a flood of worthwhile publicity. These events have made the front pages of newspapers all over the country, occupying priceless space at no cost to you, helping you sell your goods."

In concluding his address, Mr. Carpenter admitted the value of paid advertising in urging the cherry men to arrange for "a real advertising program." He said: "If so much could be accomplished by these sporadic efforts, how much more could be done through a carefully planned, long-continued, paid-space advertising program?"

While the canned salmon industry announced this week a co-operative advertising campaign in national women's magazine, farm papers and trade publications, it also contemplates a "National Salmon Week" Feb. 28 to March 7.

The national advertising campaign is scheduled to break just in advance of "National Salmon Week," which is timed to take advantage of the beginning of the Lenten season. The only plans to date for newspapers include the offering of free mats to use by the dealers in their newspaper copy. However, the broadside announcing the campaign, contains the news: "Large Scale Publicity Program Under Way—3,000 Publications To Get Facts."

PUBLISHER'S CAR HITS WOMEN

(*Special to* Editor & Publisher)

ATLANTIC CITY, Jan. 22—The cooking school promoted by Lewis M. Herrmann, publisher of the weekly *Atlantic City News* here, had a startling and tragic end when his own big sedan plowed into a crowd of housewives, leaving the Colonial Theatre after the final session. With a chauffeur who is thought to have suffered an epileptic attack, helpless at the wheel, the car injured four women, careened onward into a building and crushed to death a Negro pedestrian. Herrmann and his fellow passenger, Louis N. Yetter, commercial manager of the Atlantic City Gas Company, leaped out the rear doors after finding it impossible to reach the controls and halt the machine.

NEW QUEBEC DAILY SOON

L'Action Catholique, Quebec afternoon daily, is soon to issue a morning paper to compete with *L'Evenement* which was taken over, effective, Jan. 20 by the afternoon *Soleil*. Absorption of L'Evenement by Le Soleil provides employment for two-thirds of the L'Evenement staff. The L'Evenement equipment is for sale. The paper had been alone in the morning field since June 30, 1935, when the old *Quebec* Chronicle ceased publication.

TRANSATLANTIC NEWSCAST

Columbia Broadcasting System now has a Sunday transatlantic news commentary broadcast by Pierre de Lanus, foreign editor of the *Courrier des Etats Unis*, from Paris.

FRANK SIMONDS DIES AT 58 OF PNEUMONIA

Editorial Writer Was Widely Known for Syndicated Articles on World War and Other Foreign Affairs

(*By telegraph to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 23—Frank H. Simonds, 58, died at his home at 3108 P Street, this city, this morning. His last illness resulted from a cold which developed into pneumonia seven days ago. His widow, Mary G., his son James, and his daughter, Mrs. Lovel Thompson, were with him when he passed away.

A native of Massachusetts, he was educated at Harvard, and entered newspaper work in 1902 at a member of the *New York Tribune* reportorial staff. He served the Tribune at Albany and in Washington. He was with the *New York Evening Post* for two years, then became editorial writer for the *New York Sun* and was editor of that paper in 1913-14, leaving to join the New York Tribune as an associate editor. For a time he was foreign editor of Review of Reviews.

He gained national fame, however, as a writer for the McClure Newspaper Syndicate during the World War when his weekly articles interpreting the progress of the war were widely published. After the war he continued to write syndicated articles on international poltics.

He wrote several literary works, best known being a five-volume history of the World War.

Mr. Simonds received decorations and honors from several foreign governments and American universities.

BILL BANS "LOSS LEADERS"

(*By telegraph to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 23—Senator Borah has introduced a bill prohibiting "loss leaders" and requiring that all rebates and advertising allowances be uniform for similar sales, and forbidding geographical differences in price where made to destroy competition. A one year penalty is proposed. The bill would reinstate important unfair trade practice bans of NRA, which agency Borah fought bitterly.

BOYD LEWIS TO CHICAGO

Boyd Lewis has been appointed manager of the United Press news bureau in Chicago, it was announced this week. He succeeds Gene Gillette, who has joined the business department of the bureau. Mr. Lewis joined the U.P. eight years ago in Boston, later becoming Connecticut manager in New Haven. He came to New York three years ago and served on the night desk and the night cable desk. Mr. Gillette joined the U.P. in Kansas City, and served in Lincoln, Neb., and as Iowa manager before going to Chicago in 1932.

S. D. IRWIN HONORED

The Order of the Star of Roumania, that nation's oldest and highest honor, was conferred on Spencer D. Irwin, editorial writer for the *Cleveland Plain Dealer*, by Dr. Charles Davila, Roumanian minister to the United States, at the legation in Washington, Jan. 9. The award was made in recognition of Irwin's constructive editorials interpreting international affairs and for his writings on international peace.

HOTEL ACCOUNT TO KIERNAN

George P. Butterly, Jr., account executive of Frank Kiernan & Co., 41 Maiden Lane, New York, has been named to handle the Standish Arms Hotel account, Brooklyn Heights, New York. Newspapers will be used.

MID-YEAR MEETING PLANNED

Annual mid-year conference of officers and directors, Financial Advertisers Association, will be held at the Waldorf-Astoria Hotel, New York, Feb. 9-10.

"J. P." LIKES NEWSPAPERMEN NOW

J. P. Morgan, long a foe of the cameramen, turned about and posed with the lensmen while in Washington, D. C., Jan. 10, to testify at the Senate munitions inquiry. The cameramen pictured above with Morgan are covering the Senate hearing. Left to right: Tom McAvoy, *Time Magazine*; F. I. Thompson, International News Photos; J. P. Morgan; Wes Howland, Harris & Ewing; William Smith, Wide World; Clarence Jackson, Underwood and Underwood, and John Thompson, Acme Newspictures.

PASSAGE of a score of years has changed J. P. Morgan's attitude toward newspapermen.

Appearing last week before the Senate munitions investigating committee, the international banker was embarrassed when the committee clerk read to a packed meeting room, including more than 40 reporters, a cablegram sent by Morgan, in 1915, to his London office.

The cablegram said: "Whether caused by German propaganda or simply by usual idiocy of newspapermen, there has been considerable discussion in last few weeks of how impossible it is for belligerent countries in Europe to pay for the amounts they are taking from U. S."

The banker blushed, and pleaded: "I didn't know the newspapermen as well that time. They're all gentlemen."

Morgan has also grown fond of cameramen it became known when he posed at one of the hearings.

OPPOSES ROOSEVELT

(*Special to* EDITOR & PUBLISHER)

MIAMI, Fla., Jan. 22.—Defeat of President Roosevelt to protect constitutional government was urged last night by Frank E. Gannett, Rochester, N. Y., newspaper publisher and member of the board of governors of the Committee of One Hundred, addressing that body at Miami Beach. He forecast that the next President will have the opportunity to appoint four or five members to the U. S. Supreme Court. "If Roosevelt is re-elected, he will appoint those who feel as he does regarding the New Deal," Mr. Gannett told approximately 350 members and guests of the organization.

MOWERY NAMED EDITOR

Edward J. Mowery, 29, of Columbus, former staff writer of the Columbus A.P. bureau and managing editor of the *Lancaster Daily Eagle*, was appointed editor of the Eagle this week by Kenneth Kerr, publisher, who represented Charles Sawyer of Cincinnati, owner. Mowery is believed to be the youngest editor of a daily paper in Ohio. Cal C. Lyon, former editor of the Eagle, resigned, effective Jan. 21.

DAILY WORKER UNDER INQUIRY

Clarence Hathaway, editor of the *New York Daily Worker*, official Communist party organ, was questioned last week by the District Attorney in New York, and two other officials of the paper have been subpoenaed for questioning on charges that the Criminal Anarchy Law had been violated in pamphlets issued by the Workers' Library.

BANK USED COLOR AD

Candidate for the title of first bank to use color advertising in a daily newspaper is the sedate San Francisco Bank, an ultra-conservative institution. New Year greetings to customers were carried by the bank in a half-page advertisement in the *San Francisco Examiner*. Green, red and black were used.

LEICHT BUYS FULL OWNERSHIP

Emil Leicht has purchased the interests of his associates, George and Huerman Brumder, in the National Weeklies, with headquarters in Winona, Minnesota. English publications owned by the group approximate 2,900,000 circulation weekly and the German publications 200,000 weekly, an announcement said. Mr. Leich, manager under the previous arrangement, becomes president.

AMSTERDAM NEWS SOLD

After a heated session, Oscar W. Ehrhorn, referee in bankruptcy for the U. S. District Court, last week ordered sold the *New York Amsterdam News*, which recently figured in an American Newspaper Guild strike. The purchasers of the Harlem Negro weekly, were C. P. Powell and M. H. Savory, who paid $5,000 in cash. The paper had been in receivership.

ASKS $1,000,000 DAMAGES

Mrs. Maude F. Butler of San Antonio has filed a $500,000 libel suit against the *San Antonio Light* and one for a similar amount against the *San Antonio Express*. Mrs. Butler recently figured in the news in connection with a court episode in which she assertedly sought to aid a woman convicted of murder

TOLEDO BLADE ON AIR

The *Toledo Blade* returned to the air this week, after several years' absence, with a series of five-a-week programs over WSPD, Columbia outlet. Grove Patterson, editor, inaugurated the Blade series with an address, "Functions of the Newspaper."

JUDGMENT AGAINST PAPER

Judgment for $5,000 against the *San Antonio Light* has been awarded William C. Church, San Antonio attorney, in the latter's libel suit tried in district court in the Texas city recently.

N. Y. PROGRAM COMPLETED

Advertising Departmental of the New York State Publishers' Association has announced the following speakers for its convention to be held Jan. 27-28 at the Hotel Syracuse, Syracuse, N. Y.: Jerome D. Barnum, publisher, *Syracuse Post-Standard* and A.N.P.A. president; Frank E. Tripp, general manager, Gannett Newspapers; Allen B. Sykes, eastern manager, Bureau of Advertising, A.N.P.A.; Ben C. Duffy, director of media, Batten, Barton, Durstine & Osborn; John Benson, president, Four A's; Harry J. Prudden, president, Newspaper Representatives Assn., New York City; William D. Nugent of Media Records; Thomas Robb, advertising manager, Adam, Meldrum and Anderson department store, Buffalo; Harold Anderson, Gallup Research Service; S. W. Sheetz, director newspaper department, Ross Federal Research Corp.; William E. Dunsby, vice-president, *Sales Management*, James L. Kilgallen of King Features Syndicate, and H. F. Twomey. A joint dinner meeting with the Syracuse Ad Club as host will be held by the advertising managers and the classified managers also meeting in the Hotel Syracuse.

MISSISSIPPI PRESS MEETS

The three-day session of the Mississippi Press Association, which attracted 300 members and visitors, was concluded recently at Vicksburg after a tour of the historic battlegrounds in the National Military Park. Louis and Frank Cashman, publishers of the *Vicksburg Post-Herald*, were hosts at a banquet the night of Jan. 12, and speakers included Harris Dickson, author, Clayton Rand, Gulfport publisher, and R. H. Pritchard, president of the National Editorial Association. Fred Sullens, publisher, *Jackson Daily News*, criticized the legislature for enactment of a law requiring Mississippi newspapers to publish free of cost any answer by a political candidate who had been attacked either by the newspaper or his opponent. Sullens declared the law is undoubtedly unconstitutional.

RICH ELECTED PRESIDENT

Phil T. Rich, publisher of the *Midland* (Mich.) *Republican*, was elected president of the Michigan Press Association, succeeding Paul MacDonald of the *Gaylord Herald-Times*, at a meeting at Michigan State College, East Lansing, last week. Claude D. Riley, of the *Ontonagon Herald*, was chosen vice-president to replace the late Thomas J. Conlin, publisher, *Crystal Falls Diamond Drill*. Frank D. Brown, *Bellevue Gazette*, was re-elected secretary-treasurer. Col. Frank Knox, publisher, *Chicago Daily News*, was the guest speaker. He attacked the New Deal and defended newspapers from charges of "advertising control."

DAILY MARKS CENTENNIAL

The *Alton Evening Telegraph* celebrated its 100th anniversary Jan. 15 with a centennial edition of 128 pages, the largest issue in its history. The Telegraph was founded Jan. 15, 1836 by Richard M. Treadway and Lawson A. Parks. The principal executives of the paper today are Paul B. Cousley, president and editor, and John D. McAdams, secretary and treasurer and business manager, whose acquaintance of 50 years began when they were newsboys carrying the same route for rival Alton newspapers. Both have a son and daughter on the Telegraph staff.

IOWA DAILY IS 100

The honor of being the first newspaper west of the Mississippi River to reach the century mark is claimed by the *Dubuque Telegraph-Herald*. F. W. Woodward, publisher, will mark the occasion by issuing early in May a centennial edition.

JOINS MIAMI TRIBUNE

Hector H. Elwell, *Chicago Journal of Commerce* news editor, left this week to become associate editor of the *Miami* (Fla.) *Tribune*.

PURELY PERSONAL

GARDNER COWLES, publisher, *Des Moines* (Ia.) *Register* and *Tribune* is visiting San Francisco and Los Angeles before returning home from a trip to Hawaii.

William F. Wiley, publisher, *Cincinnati Enquirer*, and its general manager for the past 20 years, was given signal honor by the Cincinnati Chamber of Commerce last week by being elected for his sixth term as president of that institution, by acclamation.

Eugene Lorton, publisher, *Tulsa* (Okla.) *World*, was re-elected chairman of the board, Fourth National Bank of that city Jan. 14.

LeRoy S. Galvin, editor and publisher, *Lima* (O.) *Daily News* is on vacation in Orlando and other Florida cities.

Dudley A. White, publisher, *Norwalk* (O.) *Reflector-Herald*, has announced his candidacy for the Republican nomination for Congress from the 13th Ohio district.

Frank Tripp, Rochester, N. Y., general manager of the Gannett Newspapers was in New York this week on business.

Charles K. Johanson, for 40 years publisher of *Nordstjernan*, the *Swedish North Star*, New York City's only Swedish newspaper, was the guest of honor of various Swedish Societies, the New York Press Club and many friends at a dinner given Thursday evening, Jan. 16, at the Swedish Engineers Club, on the occasion of his 70th birthday. Mr. Johanson has been knighted twice by the Swedish King.

Walter Keen, editor, *Hollister* (Cal.) *Advance*, has been appointed WPA director for the Ninth District.

Frederick P. Hall, editor and publisher, *Jamestown* (N. Y.) *Evening Journal*, recently began his 31st year as trustee of the Lake View Cemetery Association and his 22nd year as president.

Howard Kahn, editor, *St. Paul News*, has returned from Honolulu, where he enjoyed a vacation following strenuous activities during a News investigation which resulted in reorganizaztion of the St. Paul police department.

Emanuel Levi, vice-president, *Louisville Courier-Journal*, was in New York this week on business.

IN THE BUSINESS OFFICE

S. M. CAMPBELL, *Chicago Tribune* advertising manager, and Mrs. Campbell, sailed Jan. 16 from New York on the Santa Elena for a month's cruise to South America, Panama and Mexico.

L. C. David, advertising manager, *Kansas City Journal-Post*, has returned to his desk following a two-week stay in California.

John C. Nolan, advertising manager, *Reading* (Pa.) *Eagle*, and Mrs. Nolan are parents of a son.

Kenneth Kerr, business manager, *Logan* (O.) *Sentinel*, has been named business manager of the *Lancaster Eagle*. C. C. Lyon, editor, has resigned and is now in Florida.

Thomas Stavrum has been named promotion manager, *San Francisco News*, succeeding William Hailey, who recently transferred to the *Birmingham* (Ala.) *Post* business department.

Rand Taylor, formerly of the *Princeton* (W. Va.) *Observer*, has joined the advertising staff of the *Bluefield* (W. Va.) *Telegraph* and *Sunset News* as commercial artist.

David H. Smith, circulation manager, *Portland Oregon Journal*, and Mrs. Smith sailed from Victoria, B. C., recently for a sojourn of several weeks in the Hawaiian Islands.

August M. Weinrich, cashier and paymaster of the *Chicago Daily News*, has resigned to join the Kemper Insurance Company.

W. R. Blend, *Chicago Tribune* classified advertising manager, and Mrs. Blend, are in Biloxi, Miss., for a month's vacation.

F. B. Cunningham, head of the advertising department, *Topeka* (Kan.) *Daily Capital*, has left on a month's business trip to Detroit, Chicago and New York City.

George A. Wells has been promoted from the financial advertising staff to assistant manager of display classified, *New York Times*.

Raymond I. Dykes, classified advertising manager, *Yonkers* (N. Y.) *Herald-Statesman*, and Fay Rode of Yonkers, have announced their engagement.

Charles Henderson, formerly classified advertising manager, *Bluefield* (W. Va.) *Telegraph* and *Sunset News*, has been promoted to advertising manager.

M. A. Wolcott, who has been advertising manager of the *Kent* (O.) *Courier-Tribune*, has been promoted to the general advertising managership of both the *Evening Record* and the Courier-Tribune.

IN THE EDITORIAL ROOMS

LEROY GREENE, reporter, *Philadelphia Evening Ledger*, investigated fake lotteries and exposed the fraudulent methods used, in a series published recently in the Ledger.

Bill Gaines of the *Greenville* (S. C.) *News* and *Piedmont* news staff, has been assigned the Sunday morning news broadcasts over WFBC, operated by the two newspapers.

Herbert J. Kamm, Long Branch, N. J., sports correspondent, has joined the sports staff of the *Asbury Park* (N. J.) *Press*.

Carola Gibson, a graduate of the School of Journalism, University of Michigan, has joined the staff, *Washington Herald*.

Donald G. Elliott, formerly telegraph editor, *Herkimer* (N. Y.) *Evening Telegram*, is now telegraph editor, *Little Falls* (N. Y.) *Evening Times*.

Cornelius J. Kelliher, son of Dan T. Kelliher of the *Kansas City Journal-Post rewrite* staff, has joined the reportorial staff of that newspaper.

Don Smith, *Nogales* (Ariz.) *Herald* news editor, has resigned to become sports editor, *Tucson* (Ariz.) *Star*.

H. D. Bowers, former editor, *Baker County* (Ga.) *News*, has been named editor of the *Tri-County* News at Americus, Ga.

George Kennedy, city hall reporter, *Buffalo Times*, and Mrs. Kennedy, are parents of a daughter.

James W. Trullinger of the staff, *Harrisburg* (Pa.) *Evening News*, is conducting a weekly dog column.

Willard Early has joined the sports staff of the *Bluefield* (W. Va.) *Sunset News*.

Walter Stewart, of the *New York World-Telegram* sports staff, is visiting

(*Continued on page X*)

McCLELLAND PIONEERED COAST DAILY; GUIDING EDUCATION OF SON

J. M. McCLELLAND, publisher of the *Longview* (Wash.) *Daily News*, is a newspaperman deserving of a reputation as a modern pioneer and builder in the Northwest. Within the last 15 years he has had a part in founding and bringing to successful de-

J. M. McCLELLAND J. M. McCLELLAND, II.

velopment a new city, his own newspaper, a $200,000 Y.M.C.A., a civic library, a church, an alliance of newspapers throughout Washington, a state planning council, and numerous local and state improvement projects. And in recent years he has turned a part of his developing energies to the guidance of the journalistic education of his son, John M. McClelland II, now completing a college course at Stanford University.

Mr. McClelland says that as long as he can remember he has been busy—since the day he started carrying an evening route for Jack Stewart's *Washington* (Pa.) *Reporter* and a morning route for the *Observer*. While carrying those routes as a boy not yet in his 'teens, he obtained the last of his formal education. Later he worked in the pressrooms and served his editorial apprenticeship on the proof desk and in the news rooms of the Observer and Reporter.

The *Canonsburg Daily Notes* was taken over by the Observer group, and McClelland, although not 21 years old, was sent to Canonsburg to be the business manager for that paper. For years an unprofitable enterprise, the Daily Notes not only made money but paid a dividend under McClelland's management.

"An Irishman's love for the wanderlust," is the way Mr. McClelland accounts for several years of roving about the midwest. In Tahlequah, the capital of the Cherokee nation in Oklahoma, he decided there wasn't a need for a newspaper, so he went to Fort Smith, Ark., to become city editor for Colonel W. E. Decker's newly established *Southwest American*. From there he went into the Ozarks and bought a couple of weekly papers. While there, in Rogers, Ark., he took time off to act as Exalted Ruler of an Elks lodge, organize a Rotary club and serve as its president, and promote the building of state highways.

McClelland went to the Pacific coast in 1921, and after locating in California for a brief time, he heard of the Longview, Wash., development. During the early twenties he divided his efforts between building up a daily newspaper there and organizing the new city, its first Y.M.C.A., library, church and city council. In building up his newspaper Mr. McClelland started from scratch. Now his paper employs 45 persons, has a circulation of 7,500, and carries an annual advertising linage in excess of 3,000,000 lines.

Mr. McClelland has taken time oft occasionally to take a cruise with the United States battle fleet as civilian observer. He is a member of the Washington State Planning Council, and is president of the Allied Daily Newspapers of Washington. He has been putting special effort into the question of local versus national rates and has spent some time interviewing heads of chain store organizations, petroleum companies and like institutions doing business in his state, but operating under non-resident management. He believes a certain definite relationship should be built up between these organizations and the newspapers if they are to continue to do business together, and this should be reflected in public sentiment.

For the past two years Mr. McClelland has sought funds for flood control work in his county and has succeeded in obtaining an allocation of $1,025,000, the largest sum granted any locality in the country.

In educating his son, Mr. McClelland is combining the practical experience which served as his only education, with regular schooling. Starting as a carrier eight years ago, he has had him serve in every department of his newspaper. At present the younger McClelland is majoring in journalism at Stanford University where he is night editor and columnist for the *Standford Daily*. Both are members of Sigma Delta Chi.

"Outstanding hit"

GRIN AND BEAR IT

THE Philadelphia Record's managing editor, William F. Hawkes, writes—

"I am ordinarily not one who writes letters to syndicates praising features, but I do want to say a good word for **GRIN AND BEAR IT.** It has been an outstanding hit for our bigger and better Sunday comic section."

The laughs this Sunday color page is winning in Philadelphia are echoed the country over. **GRIN AND BEAR IT** is only 72 weeks old but already 70 subscribers strong.

GEORGE LICHTY thinks and draws in the manner of today. His page radiates streamlined ideas and screamlined humor. You should see it. Write us today for some recent samples and the terms.

United Features

MONTE BOURJAILY

General Manager

220 East 42nd Street, New York

PERSONAL

(*Continued from page 1X*)

his family in Memphis on his vacation.

Jack Bell, city editor, *Oklahoma City Oklahoman and Times*, has gone to Washington to head the dailies' bureau there during the Congressional session.

O. L. Brownlee, editorial writer, *Sioux City* (Ia.) *Tribune*, was among those sent to Washington from Iowa to assist in the drafting of new farm legislation after the supreme court ruled against the AAA.

George E. Cauthen, chief photographer, *Kansas City Journal-Post*, has resumed his work after a two-weeks' absence on account of illness.

Miss Frances Marion Hines, society editor, *Yakima* (Wash.) *Daily Record*, and Stuart Wadesworth Welch, feature writer, *Tacoma News Tribune*, have announced their engagement.

Dan Palmer, who rejoined the *Toledo News-Bee* this month after nine years on the *Toledo Morning times*, has been placed in charge of the News-Bee editorial page. He also is writing a daily column, "I May Be Wrong."

Henry Squire, of the news staff, *Bisbee* (Ariz.) *Review*, has joined the editorial staff, *Nogales* (Ariz.) *Herald*.

Mark Garlinghouse, of the reportorial staff, *Topeka* (Kan.) *Daily Capital*, has taken a six-month leave and with Joe Lovewell, former part-time reporter for the Capital, left Jan. 26, on an extensive tour of the southern and eastern United States and abroad. Wesley Gordon, formerly with the *Hill City* (Kan.) *Times*, has joined the Capital staff and Bob Geoffrey will be a new part-time reporter, according to Joe Nickell, city editor.

Manuel Shores, copy reader, *Philadelphia Record*, has joined the *Philadelphia Evening Ledger* copy desk.

Nathan A. Gans, sports editor, *Macon* (Ga.) *Evening News*, has resigned to become sales promotion manager of the Happ Brothers Co., work clothing manufacturers.

Kirk Hill has succeeded Maurice Gardner, as telegraph editor, *Galveston Tribune*. Gardner resigned to accept a similar position with the *Corpus Christi Caller*.

Bruce Crawford, former editor and publisher of *Crawford's Weekly* of Norton, Va., has joined the *Bluefield* (W. Va.) *Sunset News* as chief editorial writer and front-page columnist.

Clay Catlett of the news staff, *Staunton* (Va.) *News Leader* for several years, has resigned.

James P. Etheridge, Jr., assistant city editor, *Macon* (Ga.) *Telegraph*, has resigned to become editorial writer for the *Tampa* (Fla.) *Daily Times*.

Fred J. Cook, night editor, *Asbury Park* (N. J.) *Press*, resigned last week to become editor of the *New Jersey Courier*, Toms River weekly. He succeeds the late William H. Fischer.

Jim Lambert, until recently city editor, *Philadelphia Daily News*, has joined the *Philadelphia Evening Ledger* rewrite staff.

Ralph W. Lerche, head of the Northampton office of the *Springfield* (Mass.) *Union* since 1926, has resigned. He will be succeeded by John Gordon, associated with the office for several years.

EDITOR & PUBLISHER

Including

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NEWSPAPERDOM JOURNALIST

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Charles B. Groomes, *General Manager*; James Wright Brown, Jr., *Business Manager*; Charles T. Stuart, *Advertising Manager*; George H. Strate, *Circulation Manager*; L. Parker Likely, *Classified Manager*; Elizabeth McMahon, *Cashier*.

London Office: c/o The Caxton Magazine, Grand Buildings, Trafalgar Sq., W. C. 2. Allan Delafens, Manager. Paris, France, Office: 76 *rue des Petits Champs*, Sydney R. Clarke, *Manager*. Paris Editor: George Langelaan, 9 Rue Jules Dumien. Japan Correspondent, Hans R. Johannsen, c/o The Japan Review, Yokahama. Washington Correspondent: General Press Assn., *National Press Club Building*.

Chicago Correspondent: George A. Brandenburg, 921 *London Guarantee and Accident Building*, 360 *North Michigan Ave.*, Telephone, Dearborn 6771.

Pacific Coast Representatives: Editorial: Campbell Watson, *2132 Derby Street*, Berkeley, Cal., and Ken Taylor, *1215 North Hobart Boul.*, Los Angeles. Advertising: Fenger-Hall Co., Ltd., San Francisco, *235 Montgomery Street*; Los Angeles, *1151 S. Broadway*; Seattle, *1004 Second Avenue*.

International Year Book Number—Containing circulations, advertising rates, News and Feature Services, Names of Editors, Publishers, and Departmental Executives of more than 2,000 newspapers of United States and Canada with basic data of leading newspapers of the World—last Saturday in January—"A.N.P.A." numbers last two Saturdays in April—Advertising Convention Number first Saturday in June—Advertising lineage records in March and August—Newspaper rates and circulations in January and July—Market Guide containing standardized merchandising and marketing data on 1,500 newspaper markets third Saturday in November—

Size of type page 8⅜ x 12 inches—168 agate lines (12½ ems) on four columns—total of 672 agate lines to the page—

Display advertising rates: transient, 75c. per agate line, or series of insertions as follows:—

Size	Lines Agate	1 Time	6 Times	13 Times	26 Times	52 Times
1 Page	672	$250	$225	$200	$190	$168
½ Page	336	140	120	110	100	95
¼ Page	168	75	70	65	60	55
⅛ Page	84	50	45	40	33	30
1/16 Page	42	30	25	20	17	16

The single column forty-two line rate maker card at a cost of $16 per week earns as low a rate on a 52-time basis as any other schedule, namely, $168 per page; $95 half page; $55 quarter page.

Classified rates: 75c. per agate line one time; 60c. per agate line four times.

Situations wanted: 50c. per agate line one time; 40c. per agate line three times (count six words to the line).

Subscription rates: By mail payable in advance United States and Island Possessions, $4 per year; Canada $4.50; Foreign $5.

Charter Member of the Audit Bureau of Circulations with an average certified "A.B.C." as follows:

Six Months Ended	Net Paid	Total Distribution
June 30, 1935	10,225	11,333
" 1934	9,359	10,592
" 1933	8,796	10,220
" 1932	9,920	10,987
" 1931	10,497	11,569
" 1930	10,816	12,216
" 1929	9,878	11,105
" 1928	8,982	10,223

WEDDING BELLS

JOHN C. KELLY, 23, president of the *Sioux City* (Ia.) *Tribune* company, to Miss Dorothy Hagan, 21, of Sioux City, January 4.

William Vernon Richardson, 63, publisher, *Danville* (Ky.) *Advocate*, to Miss Edith M. Claunch, 18, his secretary, Jan. 15 in that city.

CHANGES OF OWNERSHIP

W. F. TURRENTINE, jr., has sold the *Delphos* (Kans.) *Republican* to Irvin Hogue, of Fairbury, Neb.

Publication of the *Susanville* (Cal.) *Lassen Mail* has been taken over by Howard N. Riddle, one-time owner of five Nevada newspapers.

The *Hickman* (Ky.) *Courier* has been sold by A. Robbins to J. T. Howard of Effingham, Ill. Robbins will continue as associate editor.

Robert L. Netzer has purchased the *Brisbane* (Cal.) *Sun*. Editorial direction will continue under Roy Edwards. Richard Earhart has been appointed business manager and Harold Trafford, circulation manager.

ASSOCIATIONS

OLIVER L. HALL, editor, *Bangor Daily Commercial*, was elected president Jan. 8 of the MAINE DAILY NEWSPAPER PUBLISHERS' ASSOCIATION at a meeting in Augusta.

M. W. Stauffer, publisher, *Maryville* (Mo.) *Daily Forum*, was elected president of the NORTHWEST MISSOURI PRESS ASSOCIATION at the annual convention in St. Joseph Jan. 11.

W. Kirkland Sutlive, editor, *Blackshear* (Ga.) *Times* and president of the GEORGIA PRESS ASSOCIATION, has appointed Henry T. McIntosh, *Albany Herald*, to the board of managers; Gordon Saussy, Savannah, as legal advisor, and Ernest Camp, Walton Tribune, as poet laureate.

Annual convention of the UTAH STATE PRESS ASSOCIATION will be held in Salt Lake City, Jan. 25.

Obituary

DAVID D. MCDONALD, 65 publisher, *Ontario* (Cal.) *Weekly Herald* for nearly 20 years, died at his home Jan. 18. He formerly was publisher of the *Cina* (Cal.) *Champion*.

MRS. MINNIE B. FELMLY, 73, mother of Lloyd M. Felmly, managing editor, *Newark* (N. J.) *Evening News*, died Jan. 17 at the Beth Israel Hospital.

ROGER LAVOREE LEWIS, 48, newspaper and magazine writer, died of pneumonia at his home in North Hollywood, Cal., Jan. 17. He covered the German invasion of Belgium for the Associated Press in 1914 with Irvin S. Cobb and Richard Harding Davis.

JOHN G. GRANT, 62, part owner and managing editor, *Pine Plains*, (N. Y.) *Register-Herald*, died suddenly Jan. 16.

JOHN BRAINARD CAPPER, former assistant editor of the *London Times* for nearly 30 years, died at 80, Jan. 16.

ALBERT H. HAMMOND, 71, former Kansas and Nebraska newspaper publisher, died at his home in San Berhardino, Cal., Jan. 16.

SIR JAMES HILL, chairman of the *Yorkshire* (Eng.) *Observer*, the *Bradford Daily* and *Weekly Telegraph* and several other English newspapers, died in London Jan. 17. He was a leader in the wool-combing industry.

RICHARD T. WARNER, 30, formerly a member of the local staff, *Wilmington* (Del.) *Every Evening*, died Jan. 19 in Wilmington.

J. EDWIN RILEY, veteran Associated Press operator of the *Elmira* (N. Y.) *Advertiser* for many years, died last week in that city following an illness of two years. He was 75.

H. G. STAVELY, 69, associate editor, *Paris* (Mo.) *Mercury*, died recently at his home. He had been with the Mercury 50 years.

J. W. GARDNER, 79, former publisher, *Texarkana* (Ark.) *Texarkanian* and *Mena* (Ark.) *Democrat*, died Jan. 17 at Fort Lauderdale, Fla.

WILLIAM F. RILEY, 61, employe of the *Boston Globe* for the past 40 years, died at his home in Watertown, Mass., Jan. 15.

GEORGE E. MCLEOD, for many years on the editorial staff of the *Stockton* (Cal.) *Record*, died of a heart attack, Jan. 18.

JOHN CECIL KELLEY, 50, a former director of sales for the Palmolive Soap Company of Chicago, and later in the advertising department of the *New York Times*, died in Aurora, Ill., Jan. 21.

JAMES V. HOLLETT, 53, circulation manager of the *Glendale* (Calif.) *News-Press*, died recently of heart trouble. He had formerly been connected with the *Pensacola* (Fla.) *Journal*, and the *Norfolk* (Va.) *Virginian-Pilot*.

HOWARD K. REGAL

(*By telegraph to* EDITOR & PUBLISHER)

SPRINGFIELD, Mass., Jan. 22—Howard K. Regal, 63, managing editor, *Springfield Republican*, dropped dead shortly after ten o'clock this morning in his automobile. He was returning to his desk after several weeks illness and had just stepped into his automobile when he collapsed. He had been with the Republican for 40 years and was managing editor 20 years. Before that he was reporter, copy reader, city editor and news editor. Mr. Regal, who was born in Hopedale, was an all-round athlete at Oberlin College and came to the Republican in 1894 upon leaving Oberlin.

THEODORE C. WALLEN DIES IN WASHINGTON

Chief of Washington Bureau of New York Herald Tribune Was 41—Began Career in New Britain, Conn.

Theodore C. Wallen, 41, chief of the Washington bureau, *New York Herald Tribune*, since 1929, died at Garfield Hospital in Washington early Sunday morning, Jan. 19, after a prolonged illness. The funeral was held in Washington Tuesday morning and Mr. Wallen was buried in New Britain, Conn., where he was born. His death was a shock to his many friends in the newspaper profession and in public life, and President Roosevelt and Governor Herbert H. Lehman, of New York, two of his friends, were among those who telegraphed condolences.

At the funeral there were large committees of Washington correspondents representing the National Press Club, White House Correspondents Association and the Gridiron Club.

Mr. Wallen's work in his profession caused George Washington University to confer the honorary degree of Doctor of Laws on him in February, 1935.

As a boy Mr. Wallen bought some type and a battered hand press with Fred Swanson, a boy who lived next door, and published a children's newspaper called *The Sporting Gazette*. In 1913 he worked for the circulation department of the *New Britain Herald* and later became correspondent for that paper at Berlin, Conn. In 1915 he joined the staff of the *Hartford Courant* and was soon assigned to the City Hall beat. In 1917 he joined the navy to serve on the supply ship Kiowa and later in the cable censor's office.

After the war he returned to the Courant and covered politics, later becoming assistant managing editor. He joined the Herald Tribune in March, 1927, and after covering local politics for several months went to the West with President Coolidge during his vacation at Rapid City, S. D. He was the first correspondent to receive one of President Coolidge's typed statements: "I do not choose to run for President in 1928."

In 1918 he married Miss Gladys Elizabeth Thomas, of New Britain, who survives with their three children, Virginia Hope, 15; June Elizabeth, 9, and John Thomas, 3.

MARCUS A. HANNA 2d

Marcus Alonzo Hanna 2d, 47, a grandson of Senator Mark Hanna, died Jan. 22 at his country estate in Independent Village, near Cleveland, O., after an illness of eight months. Until his retirement because of the illness he was vice-president of the Cleveland Company, publishers of the *Cleveland News*, and president of the Hanna Building Company. Surviving are his wife, two brothers, and seven children.

1935 LINAGE CORRECTION

Publication of Media Records figures on 1935 linage in the Jan. 18 issue of EDITOR & PUBLISHER listed the *Fort Wayne* (Ind.) *Journal-Gazette* Sunday edition twice, instead of listing both morning and Sunday. Correct figures are:

	1935	1935	Gain or Loss
Journal-Gazette (m)	426,213	374,204	52,009 G
News-Sentinel....(e)	832,782	693,892	138,890 G
Journal-Gazette.(S)	240,957	227,436	13,521 G
Total Daily	1,258,995	1,068,096	190,899 G
Total Sunday.....	240,957	227,436	13,521 G
Grand Total	1,499,952	1,295,532	204,420 G

SAN ANTONIO CORRECTION

1935 annual linage figures for the San Antonio (Texas) Light were published in error in last week's issue. Correct classification totals are:

	Retail Display	General Display	Automotive Display	Financial Display	Classified	Total Advertising
Light.....(E)	3,439,957	1,109,034	372,834	93,058	1,206,987	6,314,151
1934	3,401,290	1,132,403	396,258	83,473	927,473	5,970,397
Light .....(S)	1,535,339	980,691	265,775	15,076	497,670	3,309,050
1934	1,390,575	903,796	271,475	11,284	441,690	3,028,432

CURLEY INTRODUCES "CONFIDENCE" BILL

New York City Congressman Seeks National Law that Will Protect Reporters' News Sources

(*Special to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 22—As the first official act of his Congressional career, Representative Edward R. Curley of New York City, Democrat, has introduced a bill "prohibiting revelations of confidential communications made to editors, news reporters, correspondents, journalists and publishers."

The Curley bill amends the Judicial Code to hold above any United States court action, any information in the possession of the press that may be relevant to civil or criminal proceedings.

"I feel that the freedom of the press is inviolate, and confidential information obtained by the press should be protected as are confidences exchanged between a patient and his doctor, or a lawyer and his client," said Rep. Curley. "Our national drives against crime won't be benefitted by punitive action against reporters as we see illustrated in the Martin Mooney case. The officials are just defeating one of the means to an end."

Rep. Curley was sworn as a Congressman this session of the 74th Congress.

WILL EMPLOY MANAGER

Virginia Press Approves Full-Time Paid Director of Activities

(*Special to* EDITOR & PUBLISHER)

RICHMOND, Va., Jan. 20—Establishment of permanent headquarters in Richmond and the employment of a full-time manager to direct its activities was approved by the Virginia Press Association meeting in the John Marshall Hotel here this week end.

Under the terms of the resolution, President Raymond B. Bottom, of Newport News, was authorized to appoint a committee to carry the plan into effect. Necessary increase in the dues of members will become effective in July.

William Ellyson, advertising manager, *Richmond News-Leader*, warned newspapermen to rid themselves of the idea that their business is monopolistic.

Arguing in behalf of more aggresive selling by newspapers, Mr. Ellyson pointed out that other organized advertising sales forces are growing up—radio, billboards and circular delivery companies.

Earlier in the day Cranston Williams, secretary-manager of the Southern Newspaper Publishers' Association, warned the members that a definite move is afoot to undermine the power of the press. He expressed the fear that belief is growing in three charges frequently made against the press in general: That it is "commercially minded, ruthless, and that editor sympathy is with the money changers as represented by advertisers."

"You and I know," he continued, "that these charges cannot be sustained, but unless they are refuted by positive acts and expressions, not legalistic defensive measures, I fear that belief in them will grow.

"If we are going to talk about, defend and glorify the freedom of the press, let us make that press free."

The visitors were guests of Richmond paper dealers, photo-engravers, ink producers and type founders at a luncheon.

CASEY ADDRESSES EDITORS

At its mid-winter meeting Jan. 11 at Little Rock, the Arkansas Press Association heard an appeal by John H. Casey, University of Oklahoma director of journalism for "greater women reader interest" and a call to editors to maintain "the standards of reliability in advertising." The 1936 meeting will be held in June at Hot Springs.

BLADINE HEADS OREGON PRESS

Various Aspects of Radio Discussed at Eugene Convention

(*Special to* EDITOR & PUBLISHER)

EUGENE, Ore., Jan. 20—One hundred twenty Oregon publishers met here the past week end to attend the meeting of the Oregon State Press Association.

The *McMinnville Telephone-Register*, published by Lars Bladine and his son, Jack Bladine, was awarded the Sigma Delta Chi trophy for the best weekly newspaper, and the *Malheur Enterprise* of Vale, published by A. H. Bone, was awarded the Hal E. Hoss trophy for the best paper in towns of less than 1,000 population.

Lars Bladine was elected president to succeed Robert W. Ruhl, *Medford Mail-Tribune*. George Turnbull, veteran journalism professor at the state university, was re-elected secretary.

A radio station can be operated by a newspaper with marked success and actually with far less competition for advertising than is ordinarily thought, it was declared by Harris Ellsworth, whose paper, the *Roseburg News-Review*, recently installed a station. The benefits the paper derives from exploitation over the air more than offsets the loss in revenue from any advertisers, and much new business for both station and paper can be created through this medium, Mr. Ellsworth said.

Although definite methods of presenting "visual" advertisements over the radio have already been worked out by engineers, newspapers need fear no competition for some time to come from this source, Hugh S. Ball, publisher, *Hood River News*, declared.

"Service sells space," was the topic of the address by Herb Grey, *Medford Mail-Tribune*.

The offset printing process, which at a minimum cost will reproduce both printing and illustrations, was described by Henry Fowler, *Bend Bulletin*. The complete operation of a small engraving plant, from taking pictures to printing them, was described and illustrated by A. E. and Earle Voorhies, publishers of the *Grants Pass Courier*.

STACKPOLE WILL FILED

The will of E. J. Stackpole, Sr., late president and editor-in-chief of the *Morning Telegraph* and the *Harrisburg* (Pa.) *Telegraph*, has been filed for probate. The estate consists of real estate valued at $217,800 and personal property of which no estimate has been made. The major portion of the estate is bequeathed to four children.

PAULSON HEADS N. D. PRESS

Fargo Forum Editor Named President At Grand Forks Meeting

H. D. Paulson, editor, *Fargo Forum*, was elected president of the North Dakota Press Association to succeed M. W. Graham, publisher, *Devils Lake Journal*, at the annual meeting Jan. 10-11. High spot of the convention was the Friday evening banquet address by Col. Frank Knox, *Chicago Daily News* publisher.

Other officers elected are F. G. Orr, Capital Publishing Co., Bismarck, first vice-president; D. J. Shults, *Mott Pioneer Press*, second vice-president; Harry O'Brien, Park River, third vice-president; and, Mark I. Forkner, Langdon was re-elected secretary-treasurer for his 15th consecutive year. E. J. Franta was re-named his assistant.

The $100 endowment of the late Norman B. Black, publisher of the Fargo Forum, for the greatest general improvement in one year was divided and awarded to the *Lidgerwood Monitor*, $50 for first; *McVille Journal*, $30 for second; *Mayville Tribune*, $20 for third.

The president's contest for best editorial page was won by the *Cavalier Chronicle*. The Mayville Tribune was awarded a trophy made from North Dakota clay by the University of ceramics department, for the best front page.

HEADS N. W. MISSOURI PRESS

Marion W. Stauffer, publisher of the *Maryville Daily Forum*, was elected president of the Northwest Missouri Press association at the convention in St. Joseph, Jan. 11. James W. Price of the *Princeton Post* was named first vice-president; A. E. Garvin of the *Raytown News*, second vice-president; James Curry of the *Oregon Holt County Sentinel*, treasurer, and Mrs. M. E. Ford, Maryville, was re-elected secretary for her sixteenth term.

E. A. SODERSTROM ELECTED

E. A. Soderstrom, business manager of the *Columbia Missourian*, was elected president of the Missouri Associated Dailies at a meeting of publishers in Kansas City, Jan. 14. Other officers named by the organization were: Frank Briggs, publisher of the *Macon Chronicle-Herald*, vice-president; Mitchell White of the *Mexico Daily Ledger*, re-elected secretary-treasurer. George P. Johnson of the *Fulton Sun-Gazette* is the retiring president.

"CONFIDENCE" LAW URGED

Kentucky Press Would Protect Reporters—Crawford Elected President

(*Special to* EDITOR & PUBLISHER)

LOUISVILLE, Jan. 20—Several new laws to clarify the legal position of newspapers were endorsed by the Kentucky Press Association at the mid-winter meeting here Jan. 16-18. They included a law to make the source of a reporter's information confidential, a law to make all public reports privileged and a law to allow publication of suits at the time they are filed.

John L. Crawford, *Corbin Daily Times*, was elected president to succeed A. Robbins, *Hickman Courier;* J. P. Gozder, *Campbellsville News-Journal*, was elected vice-president; J. Curtis Alcock, *Danville Daily Messenger*, was elected secretary and treasurer for the twenty-fifth year, and J. L. Bradley, *Providence Enterprise*, was elected chairman of the group's executive committee.

The closing session was featured by an address by Robert H. Prichard, *Weston* (W. Va.) *Democrat*, president National Editorial Association, who spoke of the great progress made by country newspapers in recent years and the work of the N. E. A. in building up non-metropolitan newspapers.

N. C. NEWSPAPER INSTITUTE

Levi Price and Ekins Among Speakers at Chapel Hill Meeting

The 12th Annual Newspaper Institute of North Carolina editors and publishers opened Wednesday evening to continue through Friday noon.

Among newspaper men on the speakers' list are: E. Grover Britt, president, North Carolina Press Association; Emanuel Levi, general manager, *Louisville Courier Journal* and *Times;* M. F. Murdaugh, advertising manager, *Durham Herald-Sun;* Byron Price, chief, Washington Associated Press bureau; Mark Ethridge, manager, *Richmond* (Va.) *Times-Dispatch* and H. R. Ekins, United Press correspondent who recently returned from Ethiopia.

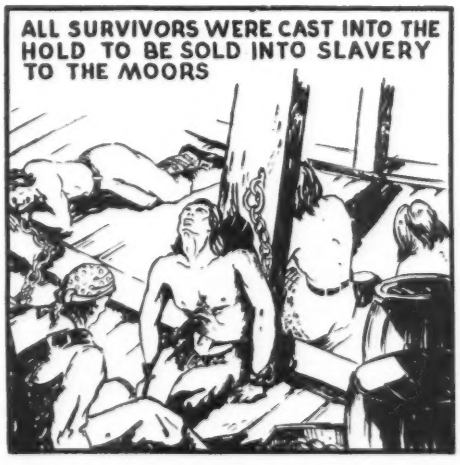
Delegates were to be guests of Duke University at the Thursday luncheon and dinner. The Thursday schedule called for separate meetings in the afternoon with J. L. Oliver of Siler City presiding over the weekly group and Vance Jerome, *Greensboro Daily News*, over the daily group.

LITTLE HEARTS WILL THUMP . . . .

When you announce the story of ROBINSON CRUSOE in illustrated strip form. Children can't visualize like you and I and this picture story will help them.

The children in any city are the business men and women of tomorrow Build good will with them now. Give them this vivid picture story. They'll never forget it.

Wire your order, collect, today.



SWAN - McDONALD FEATURES, INC., YOUNGSTOWN, O.

NEW YORK PUBLISHERS ARRANGING FAIR CIRCULATION CODE FOR STATE

Egbert D. Corson Elected President at Mid-winter Meeting in Syracuse—Burrows Matthews, E. M. Waterbury, Richard E. Coon, A. J. Gordon Also Named as New Officers

(*Special to* Editor & Publisher)

SYRACUSE, N. Y., Jan. 21.—Storm warnings were hoisted along the newspaper publishing front here this week as members of the New York State Publishers Association, completing their annual two-day winter meeting, Jan. 20 and 21, heard from one source after another that unity, foresight and action must be increasingly important watchwords in all divisions of their industry.

The association endorsed a plan to promote fair circulation competition by filing with the executive secretary, the rates, prices and inducements offered by each member paper.

The agreement was drafted by Karl H. Thiesing, executive secretary, and E. M. Waterbury of Oswego, chairman of the circulation committee. Initial response was cordial and Mr. Thiesing will send copies of the agreement to all members within a few days.

When all have signed the agreement, and when all have filed with Mr. Thiesing their circulation rates and inducements, the agreement will become binding. If a publisher intends to change his rates or add new inducements, he must notify the executive secretary 30 days before they go into effect.

Mr. Thiesing will send to each publisher a detailed list of the rates and inducements offered by every other publisher. In case of violation of the agreement, the subscribers agree to notify other publishers through the executive secretary, giving specific details of the violation.

The plan further provides that each signatory "agrees to issue printed instructions and regulations, with prescribed penalties for disobedience thereto, to its salesmen and other circulation employes, so that the terms of this agreement will be carried out in every detail, and also to file said instructions with the executive secretary at the time the said rates are filed."

The conference was marked by several other significant developments:

Election of Egbert D. Corson, publisher of the *Lockport Union Sun and Journal*, as president, succeeding J. Noel Macy of Yonkers, president of the Westchester County Publishers Association, Inc., who has served the past three years.

Addition of two new members to the association, giving it the largest membership in its history.

Further concentration of financial activities of the association in the offices of the executive secretary at Syracuse.

Mr. Corson served as first vice-president of the association for three years under Mr. Macy. Other new officers are Burrows Matthews, editor of the *Buffalo Courier-Express*, first vice-president; E. M. Waterbury, publisher of the *Oswego Palladium-Times*, second vice president; Richard E. Coon, Jr., publisher of the *Poughkeepsie Evening Star and Enterprise*, secretary, and Arthur J. Gordon, business manager of the *Syracuse Post-Standard*, treasurer.

The association's new members are Frank Little, publisher of the *Ogdensburg Republican-Journal*, and L. L. Turner, publisher of the *Malone Telegram*, two of the largest dailies in northern New York. Total membership of the association is now 56.

Heretofore the books of the Empire State School of Printing at Ithaca, a development fostered and financed by the publishers, have been handled separately from the office of Mr. Thiesing. Election of Mr. Gordon as treasurer means that practically all clerical activity of the association will be concentrated in the Post-Standard building at Syracuse.

Principal guest speakers at the luncheon meetings Monday and Tuesday were Dean M. Lyle Spencer of the School of Journalism, Syracuse University; Paul Mallon, Washington correspondent, and Webb Miller, European manager of the United Press, who recently returned from the Italian northern front.

"The prevailing unpopularity of the press with the masses is in part a result of our lack of unity," Dean Spencer said in discussing freedom of the press.

Mr. Mallon, who writes the Washington column, "News Behind the News," gave a factual talk concerning the state of affairs in the nation's capital.

Association members heard reports from chairmen of the various committees, including legislation by Henry James, circulation by Mr. Waterbury, unemployment insurance by H. W. Cruickshank, by-laws revision by Mr. Macy, purchase and supply and education by William O. Dapping, Empire State School of Printing by John W. Baker, as well as the annual reports of officers.

D. D. Richards, national retail advertising manager of Sears, Roebuck & Co., spoke on "Through the Buyers' Eye" at an afternoon meeting Monday.

"We are not at all faint-hearted about 1936," he said, "for we expect it to be better than 1935 and as this is Sears golden jubilee year, we are putting a lot of effort behind our advertising campaign. Our company feels that newspapers are the most important advertising media and it is our recommendation to our store managers always that a good and adequate job of advertising must be done in the newspapers before taking on any other forms of advertising."

Officers for 1936-37 of the New York State Publishers Association. Left to right, Karl H. Thiesing of Syracuse, executive secretary; E. M. Waterbury of Oswego, second vice-president; Egbert D. Corson of Lockport, president; Burrows Matthews of Buffalo, first vice-president, and Arthur J. Gordon of Syracuse, treasurer

GLOVENE TO DAVIDS AGENCY

Harry Bluestone, president of Glovene, Inc., announces the appointment of Ernest Davids, Inc., New York, to handle the advertising and merchandising for Glovene Products. Newspaper and class magazines will be used for two products, Glovene Hand Lotion and Glovene Mechanic Cream. Raymond A. Turpen, vice-president of the agency, is in charge.

400 CARRIERS ENTERTAINED

Tribute to the "diplomatic corps" of the *St. Paul Dispatch-Pioneer Press*—400 city carriers were paid Dec. 30 by executives of these newspapers. The carriers, roadmen and mail solicitors were guests of the company at a dinner in Hotel Lowry. The dinner concluded a one-day convention at which circulation policies for 1936 were explained and discussed by departmental executives. Leo E. Owners, president and publisher of the Dispatch-Pioneer Press Co. was principal speaker at the dinner, which was followed by an elaborate entertainment program.

2,000,000 SAW CONTESTS

Sports events sponsored by the *Chicago American* during 1935 attracted 55,000 participants and more than 2,000,000 spectators, according to Edward J. Geiger, American sports editor. Listed among the paper's sports promotions were softball, local and national; bowling for women, baseball schools, basketball, table tennis, lawn tennis and girls' novice swimming. "Our sports promotions not only have helped circulation," stated Mr. Geiger this week, "but have brought the value of the sport pages to the attention of the advertiser."

TWO "SHOPPERS" ADDED

San Diego Union-Tribune Shopper and the *San Diego Sun Shopper* began making their appearance from the presses of the two daily papers early in January, that of the Union-Tribune coming out first on the 8th, with 14 pages, and that of the Sun appearing first on the 10th, with 10 pages. These will be distributed gratuitously throughout the entire city weekly.

TWO MOVIE COLUMNS

The *Detroit Times* has added two new movie features. One, titled "Holly Reel-Around," started Jan. 13 as a daily feature, presenting gossip of cinema stars, while the other, which started Jan. 11, is being published each Saturday as a full-page feature under the title, "Movies in the Making," taking Times readers behind the scenes in Hollywood and showing how big pictures are made.

LUCKY STRIKE DRIVE SOON

Advertising men this week were awaiting day by day for announcement of a new advertising campaign by American Tobacco Company for Lucky Strike cigarettes. While no beginning date was available, it was taken for granted that orders would go out in the near future. Luckies have been out of the newspapers since the last campaign was canceled in September.

PRESBREY AGENCY IS 40

The Frank Presbrey Company, New York, will be 40 years old on Jan. 26. It is according to Mr. Presbrey, "so far as I know the oldest advertising agency in the United States under its oldest original ownership." The company has issued a booklet commemorating the anniversary.

GIVEN 1,139 "SUBS"

District circulation managers for the *Florida Times-Union*, Jacksonville, gave J. B. Lee, circulation manager, a surprise Christmas party, Dec. 18, assembling in the home office and presenting him with 1,139 new subscriptions.

CIRCULATION RATE UP

Increase in circulation rates from $1 to $1.50 is announced by Al Neish, publisher, *San Leandro* (Cal.) *News*, following transition of the News from a weekly to a bi-weekly paper.

INK BLOT PRIZES DAILY

The *Detroit Times* is offering cash prizes of $15 daily for the most interesting ink-blot designs.

133 TAKEN TO THEATER

The *San Francisco News* and a San Francisco theater were hosts to 133 News honor roll carrier boys recently.

1,700 Photographs

appear in

PHOTOGRAPHY YEAR BOOK

A GUIDE to the world's camera art.

Never before has so ambitious a project been embarked upon. The actual size is 12¼ ins. by 10¼ ins., containing 464 pages with over 1,700 examples, 80 being full page illustrations, the whole weighing no less than 5 lbs. Not only does the book provide superb examples of photographic art; it contains hundreds of illustrations showing how photography is being used for commerce and industry, medicine, science, research, etc.

Great photographers, such as Edward J. Steichen, Horst, Professor Moholy-Nagy, Lejaren à Hiller, Shaw Wildman, Ralph Kunfalvi, Man Ray, Paul Wolff and others contribute.

Not merely a work of artistic achievement, but a record of practical utility to every user, present or potential of photographic illustration.

PANORAMA

Here indeed is something for everyone who is interested in photography, from those who are involved in the most advanced forms down to the amateur who, Kodak in hand, starts on his first photographic adventure. The pages of this book are a panorama of accomplishment crowded with suggestions and hints.

—*Morning Post.*

REMARKABLE

A remarkable production. Amateur photographers will find in this year book a very competent guide. The professional will find the year book at least as valuable, giving him stimulation to many new ideas. The reproduction and printing are both admirable throughout the volume.

—*Sheffield Telegraph.*

FASCINATING

The veriest dabbler in photography, or the expert professional, will find this a veritable flood of stimulating ideas and an abundant draught of beauty. You are perfectly safe in putting this fascinating collection in the spare room: your guest will revel in it—and it is too large to be borrowed!

—*"Books you Should Read." July.*

* * *

This is a thoroughly up-to-date and representative book, of international scope.

—*John o' London's Weekly, July 27.*

* * *

Truly remarkable examples of the camera's scope.

—*Leeds Mercury. June 1.*

SEND FOR FREE ILLUSTRATED BOOKLET

The Publishers 'Photography'
48 Fetter Lane, London, E. C. 4
Telephone: CENtral 9064

N. Y. PUBLISHERS REJECT CLAUSES IN LIQUOR FIRMS' CONTRACTS

Will Refuse Orders Putting Upon Papers Liability for Circulation Contrary to Law—"New Models" in Advertising and What They May Bring

By ROBERT S. MANN

EFFORTS of liquor advertisers to avoid liability under "dry" laws in some states have brought protests from newspaper publishers who did not wish to accept liability themselves. This week the Publishers' Association of New York City made public resolutions unanimously adopted refusing to accept orders containing objectionable clauses. The resolutions:

"Because some advertising agencies are placing contracts and orders for liquor advertising containing conditions seeking to divest both the advertiser and the advertising agency of any liability under the State and Federal laws for the publication of the advertising covered by the contract or order and,

"Because the publishers should not set a precedent by assuming any legal responsibility for the acts of any advertisers,

"It is hereby resolved that contracts or space orders for advertising containing conditions which provide that a publisher shall assume any liability will not be accepted by any member of this association."

Principal factor in the dispute, it is understood, is the insertion of clauses in contracts binding the publishers not to circulate the liquor advertising contrary to law. While the publishers rely on rulings that they may legally circulate in any state the material they are permitted to print in the state of publication, they object to taking a buffer role for advertisers. Their position is that the advertiser cannot relieve himself of any liability placed upon him by law and that they will not accept contracts seeking to put any of his liability upon them.

* * *

IF ALL the current calls for drastic changes in advertising methods and ideas should bring results, readers and users of advertising would be due for some surprises during 1936.

As one possibility, it may be mentioned that at least one important store is already experimenting with a customers' committee set up to give consumers a real voice in its business and advertising policies under conditions designed to prevent them from getting too much the management's viewpoint. This is only one phase of increased attention to consumer viewpoints which many advertising men are seeking. As a less visible but equally impressive phase of the same drive for consumer confidence, it may be expected that the year will bring more informative advertising—bristling with thread counts, exact container sizes, etc.

Sitting in at sales promotion sessions of the National Retail Dry Goods Association this week, we noted the number of speakers who called for "radical thinking" about advertising, and who emphasized the social possibilities—aside from the profit possibilities—in new advertising methods that would bring distribution of merchandise up to date. More efficient and less expensive merchandising, it was pointed out, would in effect increase the consumer's purchasing power, with all the far-reaching results implied in that. And for another thing, it might halt the flow of criticism that has been aimed at advertising recently.

* * *

IT is interesting to note that similar ideas came last week-end from a totally different source—Alfred P. Sloan, Jr., president of General Motors Corporation, in accepting the annual achievement award of the Poor Richard Club, Philadelphian for the advancement of industry through advertising.

A program of new models in advertising, in Mr. Sloan's view, might be as helpful in that field as the yearly introduction of new models in the automotive industry has been. Looking upon the 1936 motor cars, as compared with those of ten years ago, he found ground for satisfaction. Looking over the newspaper and magazine advertisements for the 1936 cars, he was "disappointed because of the lack of originality and effectiveness, both relatively and specifically." His suggestion: "I believe a contribution to progress could be made if it were possible to apply more fundamentally and in a broader and more intensive way, the laboratory technique to the problem of the human equation, with particular reference to its effect on the advertising phase of industry's merchandising problem." He mentioned General Motors far-reaching customer research as an effort along this line.

* * *

IT'S always too bad when January brings the outstanding advertisement of a year, because it is sure to leave competition gasping and discouraged. We can only hope that advertising men and women won't concede defeat without a determined effort from February to December inclusive. And thus reluctantly we present herewith the first 1936 entry for our Annual Award for Inspired Writers of Headlines in Newspaper Advertisements.

HARRIS HEADS GOTHAM CO.

G. Ellsworth Harris, Jr., has been elected president of the Gotham Advertising Company, New York, succeeding W. G. Hildebrant, who continues as a director. Duncan D. Sutphen, Jr., has been made executive vice-president, and Arthur A. Kron, secretary-treasurer. Charles S. McKinstry, account executive, and William Menkel, director of media, have been elected vice-presidents, Chester A. Priest assistant treasurer, Will C. Beach, art director and Donald W. Beckett, production manager.

LIGHTOLIER TO PECK AGENCY

Lightolier Corporation of New York City, manufacturer of lighting fixtures and lamps, has appointed the Peck Advertising Agency, New York City, as advertising and merchandising counsel. Harry C. Michaels is the account executive.

S. H. CAMP APPOINTS

S. H. Camp & Co., of Jackson, Mich., manufacturer of surgical supports, has appointed Redfield-Johnstone, Inc., New York, as advertising agency. Medical journals and corset trade publications are being used.

CHARLEY'S RUM APPOINTS

Park, Benzinger & Co., Inc., New York, Charley's Rum, has appointed the Metropolitan Advertising Company, of New York, to direct its advertising.

HAS AIRLINE ACCOUNT

(*Special to* EDITOR & PUBLISHER)

CHICAGO, Jan. 20—Plans for advertising and promoting the new nationwide unified air and air-rail express service have been completed at meetings held in New York and Chicago between the Air Express Division of the Railway Express and representatives of 20 air lines, it was learned here today. Caples agency, of New York, has been appointed to handle the air express advertising account, with Harold Crary, vice-president of the United Air Lines, as chairman of the advertising committee, named by the 20 air lines to coordinate its advertising activities with the promotion efforts of the Railway Express Agency.

BROKER AGAIN ADVERTISING

Believed to be the first of the large New York Stock Exchange firms to resume national advertising, Fenner & Beane have started an advertising program in 30 newspapers in 18 of the cities where the firm has offices. Weekly insertions are scheduled for an indefinite period and copy will discuss such topics as the firm's facilities for dealing in stocks, bonds and commodities and the "F. & B. Industries Service," describing the position and outlook of 28 leading American industries. Extension of the program to 27 additional newspapers in 18 cities throughout the South is under consideration.

NEW CHICAGO AGENCY

Douglass Doolittle, for 15 years president of Doolittle & Company, Inc., has organized a new advertising agency known as Salesvertising Associates, Inc., with offices at 234 S. Wells St., Chicago. The new organization is headed by Mr. Doolittle and will include Albert E. Russell, recently with Bozell & Jacobs, in charge of production; Gordon McLean of the old agency as copy chief; "Hi" Nichols as program director; Rodney Ruth as art director; and Bard Priddy in charge of surveys and research.

BIG SWIM SUIT DRIVE

Declared the greatest schedule in the history of swim suit advertising, Gantner & Mattern Company of San Francisco, Chicago and New York will this spring and summer release a flow of copy to the *American Weekly, This Week* and 15 national magazines, it is announced by Emil Brisacher & Staff, San Francisco advertising agency. Copy will be a mixture of color advertisements and black and white, with 28 cities on the newspaper magazine supplement list.

$400,000 TUNA CAMPAIGN

SAN FRANCISCO, Jan. 22—Ninety per cent of a $400,000 advertising campaign to be conducted this year will go for newspaper copy in behalf of White Star Tuna, the Van Camp Sea Food Company announces. Emil Brisacher and Staff, advertising agency, now is preparing the copy. More newspapers will be used than in the 1935 campaign.

AMONG ADVERTISING MEN

J. P. GARVEY, formerly partner in the John S. King Company, Cleveland, and more recently account executive with Proctor & Collier, has joined the Cincinnati office of the Merrill Advertising Company, Inc., as field representative and account executive.

C. W. Drepperd, chief of the creative section of the Federal Housing Administration, has resigned, effective Jan. 23, to become director of sales promotion for Pierce Arrow Motors. He was formerly director of advertising and sales promotion for Hamilton Watch, vice-president of the Hamilton-Sangamo Corporation, and vice-president of a New York advertising agency.

Basil Loughrane and M. Lewis Goodkind have been appointed program director and manager of radio service respectively in the radio department of Lord & Thomas, Chicago. Both have been with the agency several years.

R. L. Hurst, former president of Batten, Barton, Durstine & Osborn Corporation in Chicago, and later vice-president in the New York office of BBDO, joined Lord & Thomas, Chicago, this week.

S. R. Hutton will join Erwin, Wasey & Co., San Francisco, as vice-president in charge of service to clients.

Almon Brooks Wilder has been appointed vice-president of Simmonds & Simmonds, Inc., Chicago agency. He was formerly in charge of research and merchandising in the old Williams & Cunnyngham agency.

FLOWER SHOW APPOINTS

The Flower Show Committee of the Society of American Florists and Ornamental Horticulturists, sponsors of the seventeenth National Flower and Garden Show, which will be held in Baltimore March 14-22, 1936, have awarded the contract for advertising and publicity for this event to Hoffman Brothers Company, Baltimore agency. The campaign will include newspapers, magazines, radio, direct mail and outdoor display. The account executive is H. Lee Hoffman, president of the agency.

WILSON LINE TO PRESBREY

The Wilson Line, operating excursion steamers out of Philadelphia, Wilmington, Baltimore and Washington, D. C., plans to enter the Hudson River and Long Island Sound excursion service out of New York. The Frank Presbrey Company has been appointed to handle the New York City advertising.

MILLER IN MICHIGAN

Miller Brewing Company, Milwaukee, is using newspapers in Michigan on a special campaign, placed through the Milwaukee office of Roche, Williams & Cunnyngham.

HAS GRAFLEX ACCOUNT

Hutchins Advertising Company, Inc., Rochester, N. Y., has been appointed by Folmer Graflex Corporation, Rochester, manufacturer of Graflex Cameras.

HEARST VETERAN SEEKS OPPORTUNITY

Twenty Years Thorough Experience Newspaper Business

DESIRES POSITION ON STAFF OF BUSINESS MANAGER OR PUBLISHER

NEW YORK, January 25th—Newspaper worker who has given over twenty years of satisfactory service to the Hearst Organization seeks opportunity to make use of his experience and knowledge. He possesses the following qualifications:

1. ACCOUNTING: Graduate of recognized Accounting School. Practical experience in cost accounting, supervision of credit and collections; preparation of budgets; profit and loss statements, and balance sheets; Federal, State and City tax returns; statistics.

2. ADVERTISING AND SELLING: Space selling experience; originator of advertising and circulation promotion ideas; member of Advertising Club of New York—Advertising and Selling Courses of 1932, 1933, 1934 and 1935.

3. MECHANICAL: Practical compositor and linotype operator: pressroom experience.

Age 38, married; excellent business and personal references. A-311 Editor & Publisher.

ASAHI BREAKS RELEASE DATE

"International Complications" Attend Publication of Eugene Young Book

A tempest in a Japanese teapot was stirred up by the *Tokyo Asahi* in breaking a Jan. 27 release date on Eugene Young's new book on "Powerful America." Frederick A. Stokes company is to publish the book on that date.

The Ashahi story summarized a chapter in which documents left by Adolph S. Ochs told of the real genesis of the Washington Arms Conference of 1921-22. These documents had an added political significance for Japan if published coincidentally with the London naval conference early this month.

The publishers provided New York correspondents with advance copies of the book in time for mailing stories to their papers for receipt before Jan. 27. The Asahi correspondent received his copy Jan. 7. The others were being distributed Jan. 10 when a *New York Times* man in Japan cabled that the book's revelations were creating a furore there. Stokes then authorized a general release.

The New York correspondent of the Asahi explained that he cabled a summary of one chapter which he thought particularly germane, emphasizing to his head office that the release date was Jan. 27. He feels that his editors either misunderstood his instructions or felt the story of such paramount importance as to warrant breaking the release date.

Mr. Young is cable editor of the New York Times. "The curious fact," he told EDITOR & PUBLISHER this week, "is that Japanese officialdom immediately tried to raise an issue with Britain, charging the documents proved that country had double-crossed Japan in 1921, and demanding an explanation. It was obvious they had their eye on the naval conference in London. So possibly the broken release was a matter of high international politics."

CHANGES IN ROCHESTER

New Managing Editors of Three Dailies Announced

(*Special to* EDITOR & PUBLISHER)

ROCHESTER, N. Y., Jan. 22—Staff changes on the three Rochester daily newspapers were announced this week, effecting each managing editor.

LaFayette R. Blanchard, managing editor of the *Rochester Democrat and Chronicle*, exchanged positions with Charles A. S. Freeman, managing editor of the *Times-Union*, both Gannett Newspapers. Charles E. Davis, Sunday editor of the *Baltimore American*, was appointed by the Hearst Newspapers to succeed Ralph Young as managing editor of the *Rochester Journal-American*.

Floyd T. King, reporter, succeeds Arthur P. Reed, Jr., as stage editor of the Democrat and Chronicle. Mr. Reed has resigned to accept a position on the copy desk of the *Buffalo Evening News*. George Cullen, former telegraph editor of the Democrat and Chronicle, has resigned to join the Associated Press in Albany. Samuel B. Covey, former court reporter for the Democrat and Chronicle, has joined the staff of the Times-Union to succeed Arthur H. Crapsey, reporter, who resigned to become secretary to Monroe County Manager Clarence Smith.

Upon becoming managing editor of the Rochester Times-Union, Mr. Blanchard holds the distinction of being the first newspaper man to have been managing editor of the three Rochester papers.

NAMED ASSISTANT MANAGER

Linwood I. Noyes, publisher, *Ironwood* (Mich.) *Daily Globe* and president, Inland Daily Press Association, was recently elected treasurer and assistant general manager of the *Marinette* (Wis.) *Eagle-Star*. He will have charge of the Eagle-Star in the absence of his father, Frank E. Noyes, publisher.

GORMLEY BUSINESS MANAGER

Assistant Is Promoted By Des Moines Register and Tribune

Arthur T. Gormley has been appointed business manager of the *Des Moines Register* and *Tribune*, it was announced this week by John Cowles, associate publisher.

A. T. GORMLEY

The appointment, which became effective Jan. 1, 1936, came after nearly eight years of association with the Register and Tribune organization. Mr. Gormley has been a member of the newspaper organization since August, 1928.

Mr. Gormley first held the position of auditor, and since 1934 has been assistant business manager.

The position of business manager has been unfilled since the death of Harry T. Watts in March, 1932.

HARRY B. RUTLEDGE RESIGNS

N.E.A. Resignation Effective Feb. 1 —W. W. Loomis Named Successor

(*By telegraph to* EDITOR & PUBLISHER)

CHICAGO, Jan. 22—Members of the National Editorial Association executive committee, meeting here this week, accepted the resignation of Harry B. Rutledge as managing director, effective Feb. 1. W. W. Loomis, *LaGrange* (Ill.) *Citizen*, N. E. A. treasurer, was named acting managing director until a successor to Mr. Rutledge is appointed.

Mr. Rutledge came to the N. E. A. in 1932 from Norman, Okla., where he had previously been field manager of the Oklahoma Press Association. Mr. Loomis has been a director of the N. E. A. for the past seven years.

Plans were made for an intensive membership drive and closer affiliation with the State Press Association. The committee changed the date of the 51st annual convention, originally set for June 21-28 at Poland Springs, Me., to June 29 to July 5, in order to avoid conflict with the Democratic national convention and the Rotary International Meeting in Philadelphia.

Robert H. Pritchard, *Weston* (W. Va.) *Democrat*, N. E. A. president, presided at the committee sessions.

NO LIQUOR AD LIMITS

Media and Time Restrictions Absent In FAA Regulations

(*Special to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 12—No attempt is made to limit advertising or restrict media, in the distilled spirits advertising regulations which were promulgated Wednesday by Miss Josephine Roche, acting administrator of FAA. The rules are effective March 1.

In view of widespread agitation for discontinuance of liquor advertising on radio and in Sunday newspapers, it was forecast here that those two points might be touched upon in the regulations pending since last October. In the interim, the Distilled Spirits Institute voluntarily brought about withdrawal of liquor advertising from radio, and is now canvassing the industry on quitting the columns of Sunday newspapers.

The Federal Alcohol Administration rules ban misrepresentations, disparagement of competitors' products, and other practices outlawed during NRA code days; but these rules, of course, affect only the liquor industry, since the FAA has no jurisdiction over publishers and newspapers.

HAS ENTIRE SHOE ACCOUNT

McJunkin Advertising Company, Chicago, has been appointed to handle the advertising of Florsheim shoes for women. McJunkin continues to handle the advertising of Florsheim shoes for men.

WHAT OUR READERS SAY

CAMDEN AUTO DEATHS

To EDITOR & PUBLISHER: In your issue of Jan. 4, page eight, you, without any such intention of course, place Camden, N. J., in the unenviable position of having the highest traffic fatality record of 86 of the major cities of the country.

Your story was based, of course, on the report of the Department of Commerce, Washington.

For your information, this unfair rating for Camden is, under the present method as employed by the department, an annual misleading blight upon the city. This is due to the fact that the department bases its figures and percentages upon "where the victim dies" without consideration as to where the accident actually occurred.

Congressman Wolverton of New Jersey has already started a movement to have the department revamp its system so that Camden, as with all other cities included in the survey, will get credit for only those fatalities that occur within the city boundaries.

To get the correct picture of Camden and its relation to the Department of Commerce's automobile fatality records, you must appreciate this city as the "gateway" for millions of tourists from all over the country enroute to Atlantic City and other New Jersey seashore resorts.

Most of the accidents of South Jersey happen on the two leading highways from Camden to the seashore, known as the "White Horse Pike" and the "Black Horse Pike." Invariably the victims of such accidents are rushed to either of the two big hospitals in Camden and even though the scene of the accident might be as far as Hammonton, midway between Camden and Atlantic City, or 30 miles away. If the victims die in Camden, this city gets the credit for the deaths.

You can see therefore, especially in these days of intensive public interest in the terrific toll of automobile fatalities, where a gross injustice is done Camden.

To get the picture of just what percentage of automobile fatalities for which Camden is actually responsible, will you please read the attached story which appeared in our issue of Monday, Jan. 13? From it you will see that Camden's percentage, instead of 74.7 as per the Department of Commerce statement, is 24.2 or about the same as the national average of 23.4.

W. L. TUSHINGHAM,
Vice-President, Courier-Post Newspapers.

BOOSTS "UNITED FRONT"

To EDITOR & PUBLISHER:

In the Dec. 21 issue of the EDITOR & PUBLISHER, the article headed "Shaping The United Front Program," is of considerable interest to us.

As a member of the Bureau of Advertising of the A.N.P.A., we know only too well of the constructive work that this organization has accomplished. However, we agree that if the fund such as mentioned in the article was raised, a great deal more could be done to sell additional newspaper appropriations. I should think that every newspaper would not only be willing but wanting to make such a fund possible.

F. B. Rogger, Business Manager.
Polish Everybody's Daily, Buffalo.

"WILL ROGERS NEVER FADED"

To EDITOR & PUBLIHERS In his interesting discussion of radio problems recently, George Olds of Springfield, Mo. said Will Rogers' newspaper work suffered as a result of his broadcasting. That the daily dispatch was "great stuff at the start; yet every editor who used that feature knows how it faded—that there were days on end when it was worthless;" etc.

The McNaught Syndicate never received from editors of the more important papers any protest against Will's broadcasts, which really served to extend his popularity and influence. Will never slighted his newspaper writing. No matter how much energy and vitality he poured into his various undertakings, he was loyal to the last to his newspapers.

The editors really did not believe Will faded, else they would not have kept his client list growing gradually and steadily to the final high total of 550 newspapers. In the last 10 years of Will's life the syndicate did not receive a single important cancellation.

V. V. McNITT.

STAGED ICELANDIC DINNER

The Association of Foreign Press Correspondents, New York, gave a dinner Jan. 17 in honor of Asgeir Asgeirsson, former Premier of Iceland, who is Director of Public Education in that country, and of Vilhjalmur Stefansson, the Arctic explorer, whose acceptance of the invitation of the Association to become an honorary member was announced by A. Bernard Moloney, president. Mr. Stefansson fills a vacancy in the ranks of the honorary members created by the recent death of the Marquis of Reading. Also guests at the dinner were Emile Walters, painter; Miss Fannie Hurst, the novelist; Dr. Curt L. Heymann, *New York Times* and Charles McLendon, city editor, *Herald Tribune*. Harold Butcher, *London Daily Herald*, who visited Iceland last summer to write articles on that country, introduced the speakers.

COUGHLIN PLANS WEEKLY

The Rev. Father Charles E. Coughlin, famous "radio priest," has announced that his National Union for Social Justice will publish a weekly tabloid newspaper, setting March 1 as the publication date. Father Coughlin said the paper will be distributed free through the mails and would be for the purpose of "teaching the people the untaught truth and joining the N. U. S. J. together." The paper is to consist of 16 pages, containing articles discussing the National Union and interpretative comments upon national affairs and dedicated to "truth, social justice, and American democracy."

EDITOR & PUBLISHER Classified Advertising RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

Count six words to the line when sending cash with order. Ads charged to established accounts will be billed for the counted number of lines.

FORMS CLOSE THURS. NOON

Minimum space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any copy.
Unacceptable are ads requesting syndicate feature, or other, samples, unless advertiser's name and address appears.

Public Notices

Mary Anah Hartwell Spencer Sheridan or MARY SPENCER. Please communicate with me at once. There is every reason why you should and no reason why you should not. Amos H. Marsh, New Milford, Conn.

Mailing Lists
Newspapers-Syndicates
Lists of any executives in the daily newspaper and syndicate fields will be ready soon. Available in two forms—
1 Typewritten, for copying.
2. Gummed and perforated, for affixing to envelopes in the manner of postage stamps.
(Saves time and typeing)
State list or lists desired when writing for prices.
E & P MAIL LIST DEPT.
1700 Times Bldg., Times Square, New York

Newspapers For Sale

For Sale: Newspaper (weekly) complete publishing and job plant; also beautiful residence, 3 apartments. Lot 120 x 175. Established 1923. Represents investment $30,000. Sell $16,500. $6,000 financed, balance cash. Ideal set up for retiring executive of metropolitan daily or advertising agency. No swap proposition considered. Inspection invited. Address E. A. Pettit, owner, Pitman, N. J.

For Sale—controlling interest outstanding Kentucky weekly, owner made over $5,000 1935; fine plant, great field, sound future. $20,000, $12,000 down. A-272, Editor & Publisher.

Only one way

TO LIGHT 4,000,000,000 CIGARETTES FOR

the Journal Part of New York

ONLY one way to sell ALL of the myriad things that ALL of them smoke and eat and drink and wear.

Some few may be reached by other means, but there is only One Way to reach ALL of them, assured of their greatest interest.

For, one thing they have in common. Year after year, good times and bad, the New York Evening Journal has been, and now is, *their newspaper*. This group, these men and women in more than 675,000 substantial homes, are the JOURNAL PART OF NEW YORK.

You, yourself, know that they form a group apart. For they prefer the Journal *and no other New York paper is like the Journal.*

They like its way of presenting news; its comics; its photographic illustrations. To them, Journal feature writers are old friends. In short, the Journal is *their idea* of a newspaper.

That is why they are loyal to it and to its advertisers. That is why their patronage can be secured in Only One Way . . . *the Journal.*

NEW YORK EVENING JOURNAL

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE, RODNEY E. BOONE, GENERAL MANAGER

TEN GOOD REASONS for buying Intertypes in 1936

★ **Rapid Ad Composition.** Intertype mixers set grocery and drug ads, with big types and small types all mixed together, almost as fast as ordinary straight composition.

★ **Finger-Flip Changes of Type.** Easy, quick way to change from one type to another—available only on Intertype mixers.

★ **Combination Equipment.** Intertype offers machines that can be equipped for practically any kind of work required in any newspaper composing room—from classified ads to banner heads (up to full-width 60-point caps.)

★ **Automatic Quadding and Centering.** For setting white space automatically. Production is increased from 10 to 50 per cent and on some kinds of work even more.

★ **Automatic Justified Indentions.** Equal or unequal indentions at either or both ends of the slugs are now obtainable automatically—on the Intertype.

★ **Mounting Photoengravings on Slugs.** One of the latest Intertype developments. Eliminates sawing and fitting of base.

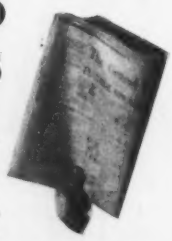
★ **Quick-Change Display Equipment.** Latest display Intertype, Model H, provides for rapid changes from one display type to another, with a minimum of effort on operator's part. New York Daily News recently bought four of these machines.

★ **One-Machine All-Slug System.** Simple device extends the practical range of any Intertype up to full-width 60-point caps. Also facilitates making corrections without changing magazine.

★ **Intertype Wide Tooth Matrices.** They will save money for newspapers during 1936 as they have for many years past.

★ **Simplicity of Construction.** Most important feature of all, promoting dependable machine operation with a minimum of maintenance and a maximum of profitable production.

MORE GOOD NEWS



for Newspapers

INTERTYPE REGAL, that good-looking, easy-reading news type that you are seeing in more and more newspapers every month, is proving to be a circulation builder. Ask any newspaper publisher who is using Intertype Regal.

INTERTYPE CORPORATION
360 FURMAN STREET, BROOKLYN, NEW YORK

Step Ahead with Intertype

CAIRO SERIES AND ALTERNATE GOTHIC

CLINE ELECTRIC MFG. CO.

MORE THAN A QUARTER CENTURY OF SERVICE TO THE PRINTING AND PUBLISHING INDUSTRY

WESTERN OFFICE
CROCKER FIRST NAT'L BANK BLDG.
SAN FRANCISCO, CALIFORNIA

CLINE SYSTEM

EASTERN OFFICE
220 EAST 42nd STREET
NEW YORK CITY

MAIN OFFICE 211 WEST WACKER DRIVE
CHICAGO, ILL.

A COMPREHENSIVE SPECIALIZED ELECTRICAL SERVICE TO THE PUBLISHER

CLINE SYSTEM UNIT TYPE PRESS DRIVE

Patented and Patents Applied For

An Individual Motor Drives Each Unit
and Each Folder in Any Combination
No Press Drive Shaft. No Back Lash
Perfect Acceleration
Perfect Slow Down
Perfect Automatic Brake

CLINE HIGH SPEED PASTERS, REELS and AUTOMATIC TENSION

Patented and Patents Applied For

Used in Prominent Plants
No Running Belts—Plenty of Room
Tension Adjustable From Press Room
Quick Roll Stop From High Speed

CLINE SYSTEM UNIT TYPE NEWSPAPER PRESS DRIVES AND TENSIONS

Originated, Patented and Perfected by Cline

For over thirty years the Cline Electric Mfg. Co. have been furnishing electrical equipment, including Standard Double Motor Drives and Automatic Controllers and accessories for newspaper presses. For more than ten years they have been furnishing reels with tensions arranged to make flying pasters at reduced speed of the press, and have therefore been in a position to coördinate paper feeding devices with press control and make layouts of such coördinated equipments to give the greatest possible flexibility of press combinations as well as operation. Cline engineers have therefore had experience in a great number of plants. This, together with the standardized Cline equipment, has resulted in publishers, engineers, architects and press manufacturers recognizing that the engineering work of this service is a very important factor.

The coördination between the reels with automatic tension for pasters for high-speed presses, together with the Cline Unit Drive, gives flexibility of press combinations in a most efficient manner, and should interest any prospective purchaser of presses.

CLINE AC AND DC DOUBLE MOTOR DRIVES FOR NEWSPAPER AND MAGAZINE PRESSES

The Cline System is the Most Logical for Efficient Operation and Control of the Modern Newspaper Plant

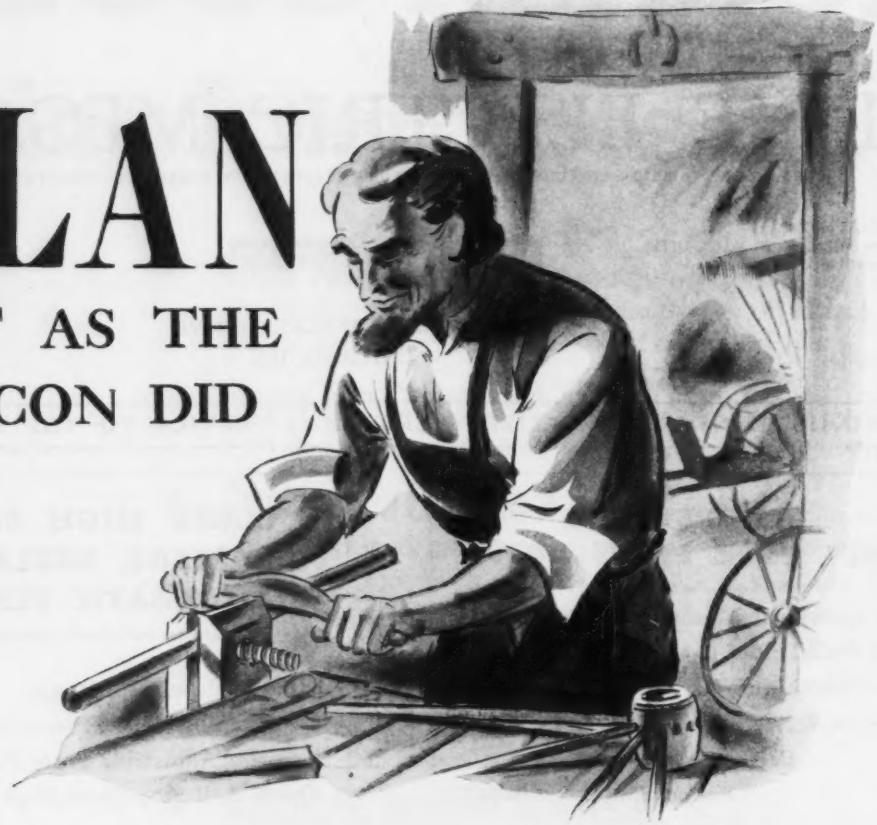
THE CLINE SYSTEM INCLUDES

Unit Press Drive and Control
Double Motor Drive and Control
Magazine Type Single Motor Control
Special Color Press Control
Stereotype Motor Equipment
Cline Reels and Automatic Electric Tension
Cline High Speed Pasters
Paper Roll Conveyors
Plate Conveyors and Droppers
Typesetting Machine Drives

TELL US YOUR PROBLEMS — OUR ENGINEERS HAVE THE EXPERIENCE AND FACILITIES TO SERVE

PLAN

JUST AS THE DEACON DID *with*



NO WEAK SPOTS

"FOR," said the Deacon, "it's mighty plain that the weakest spot must stand the strain." His remedy was to make that spot as strong as the rest. Hence the wonderful one-hoss shay!

Many newspaper executives are aware of a weak spot somewhere in their mechanical production. It may not be in their costly composing equipment, nor in the press room where they have lavished so many thousands. It may even be dry mats, insignificant as they are from a cost standpoint.

Many publishers acknowledge that their change to Certified Mats removed an important weak spot in their stereotyping. They have found them uniform and dependable, with all that uniformity means in maintaining schedules and conserving the quality appearance in the product.

Certified Mats mold easily and scorch quickly on any type of scorching equipment. They offer uniformly good first casts, without chilling. Their sensitive surfaces reproduce every detail with unfailing fidelity. Convincing solids and unsurpassed halftone rendering are sources of the prestige that Certified users enjoy among their advertising patrons.

So build, as the Deacon did, for balanced results and lasting good will in every detail of production and—

For dependable stereotyping, rely on Certified Mats, made in the U. S. A.

CERTIFIED DRY MAT CORPORATION
340 Madison Ave., New York, N. Y.

Certified DRY MATS

So, We Take Inventory!

and here's what we find:

Production

1935 was the best automobile year since 1929 with 4,150,000 cars built according to best estimates.

Employment

This production gave Detroit the highest employment index since 1930 and consequently the best retail business since ante-depression days.

Building Permits

Builders took courage when they saw flats and apartment vacancies vanish, with the result that building permits rose to $21,222,391, highest since 1931.

Electric Power Outfit

This, the best index of Detroit's industrial activity, hit an all-time high in 1935.

Detroit News Linage

Advertising linage of The Detroit News for 1935 reached a total of 18,350,617 (Media Records), an increase of 1,520,586 over 1934—over 6 millon more lines than the next newspaper. Among all U. S. newspapers The News stood 3d in advertising.

An Opportunity

Judging by this inventory, Detroit offers in 1936 a marked opportunity for aggressive advertisers and The News offers a medium of singular effectiveness in selling America's fourth market.

The Detroit News

THE HOME NEWSPAPER—76% HOME DELIVERED IN DETROIT

Member Metropolitan Sunday Newspapers

NEW YORK: I. A. KLEIN, Inc. CHICAGO: J. E. LUTZ

SAN DIEGO TOURIST MAGNET IN 1936

View of Exposition grounds and northern part of city in background.

5 MILLION VISITORS AGAIN

THE great success of the San Diego Exposition which closed November 11th, forces its continuance. It will re-open . . . bigger and better than ever!

FEBRUARY 12th to SEPTEMBER 9th

Displays will be augmented with new and finer exhibits. More money will be spent in this market than any other year in San Diego's history.

The San Diego SUNDAY SUN

Published since 1881 as a six-day newspaper, the SUN expands its service to readers and advertisers by publishing a complete Sunday newspaper. The Sunday SUN offers complete news service—eight page color comic section—four color magazine supplement and well-balanced features.

San Diego bank debits were 38% higher in 1935 than in previous year.

. . .

Building permits were 123% higher in 1935 than in 1934.

. . .

Factory employment was 47% higher in 1935 than in previous year.

. . .

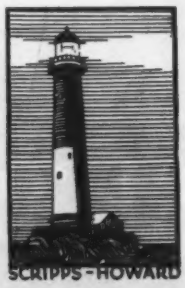
New passenger car sales rose 71% over previous year.

. . .

Pay rolls up 94% over previous year.

. . .

All these facts clearly indicate what the Exposition did for San Diego in 1935. Get your share . . . in 1936.



The San Diego Sun

A SCRIPPS-HOWARD NEWSPAPER

MEMBER OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS AND OF MEDIA RECORDS, INC.
NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS . 230 PARK AVENUE, NEW YORK CITY

CHICAGO : SAN FRANCISCO : LOS ANGELES : DALLAS : DETROIT : PHILADELPHIA : ATLA

THE COLOR OF GREAT PERSONALITIES

ALICE LONGWORTH

Newspaper editors look to the McNaught Syndicate for the work of great personalities.

They get from us not only features of the first rank, but in addition the color and luster that come to their pages through the presence there of great and interesting personages.

Will Rogers added color to hundreds of newspapers, and his work is still available. O. O. McIntyre is a glamorous figure, today without one real rival.

Frank R. Kent, whose column, "The Great Game of Politics," we sell through arrangement with the Baltimore Sun, is a newspaper man who has become a celebrity. Newspapers using his feature have a share in the distinction he has so honestly won.

Rube Goldberg, Albert Payson Terhune, Ham Fisher, John Hix, Jimmie Fidler, Charles B. Driscoll, Ken Murray, Neal O'Hara, Roe Fulkerson, Zoe Beckley, Harry Tuthill, J. P. McEvoy, J. H. Striebel, Julian Ollendorff, George Marcoux and Al Zere—all are writers or artists of distinctive quality, who are helping make newspapers more interesting.

The latest to join the list of great personalities is Alice Roosevelt Longworth. Daughter of a President and friend of leaders in many countries, she has distinction by reason of her flashing intelligence, her powers of insight, and her gift of expresssion. Mrs. Longworth's daily correspondence adds a touch of piquancy to scores of newspapers. Like so many other McNaught stars, she is unique in her field.

AT YOUR SERVICE:

TEXT FEATURES

O. O. McIntyre, New York column, daily and weekly
Will Rogers, daily and weekly
Frank R. Kent, political column, five times a week
Alice Longworth, daily dispatch
Neal O'Hara, daily column
Rube Goldberg, weekly humorous comment
Ken Murray, short daily comment, humorous
Zoe Beckley's Corner, daily
Charles B. Driscoll, daily column and weekly Pirates Ahoy!
Roe Fulkerson, Andrew and Imogene, daily; Hotel Stenographer, daily; Sunday Morning Breakfast, weekly
Albert Payson Terhune, Tales of Real Dogs, weekly
Jimmie Fidler, daily Hollywood column
Memory Lane, tri-weekly, theatrical old-timers.

DAILY CARTOONS AND STRIPS

Bungle Family, strip by Harry Tuthill, 5 or 6 columns
Dixie Dugan, strip by J. P. McEvoy and J. H. Striebel, 5 or 6 columns
Joe Palooka, strip by Ham Fisher, 5 or 6 columns
Olly of the Movies, strip by Ollendorff, 5 or 6 columns
Strange As It Seems, cartoon by John Hix, 2 or 3 columns
Toddy, kid strip by George Marcoux, 6 columns
Flossie, 2 column cartoon by Zere.

WEEKLY FULL PAGE AND TABLOID COMICS

Bungle Family, full page and tabloid
Dixie Dugan, full page and tabloid
Joe Palooka, full page and tabloid
Strange As It Seems, half and full page.

Wire or Write for Samples and Prices

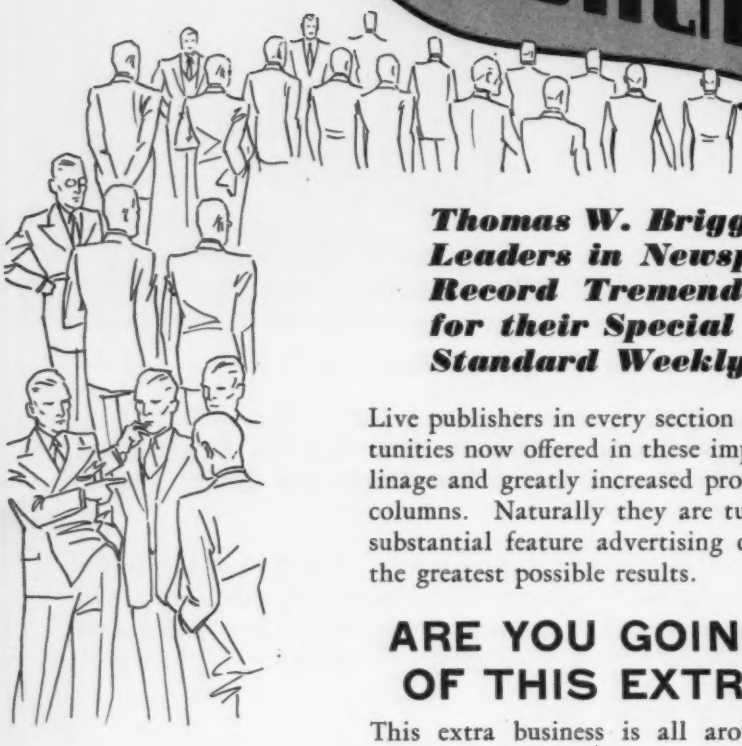
THE McNAUGHT SYNDICATE, Inc.

TIMES BUILDING NEW YORK

V. V. McNITT,
Chairman

CHAS. V. McADAM,
President

PUBLISHERS all over the country are planning to INCREASE LINAGE



Thomas W. Briggs Company, Acknowledged Leaders in Newspaper Feature Advertising, Record Tremendous, Widespread Demand for their Special Number Service and their Standard Weekly Feature Pages.

Live publishers in every section of the United States realize the splendid opportunities now offered in these improving days for securing substantial additional linage and greatly increased profits through bringing non-advertisers into their columns. Naturally they are turning to the largest, most successful and most substantial feature advertising organization in the country in order to secure the greatest possible results.

ARE YOU GOING AFTER YOUR SHARE OF THIS EXTRA PROFIT BUSINESS?

This extra business is all around you—lying dormant—just waiting for a Thomas W. Briggs Company trained salesman to bring it into your paper. The Thomas W. Briggs Company is waiting and stands ready to place this acceptable additional linage in your columns without effort or selling cost on your part.

If you have a real reason for a Special Number—an anniversary of your paper, of your city, of your state—or some other noteworthy event which warrants a celebration—we can build a most profitable Number for you as we are now doing and have been doing for over twenty-five years for representative publishers all over America.

Or—through one of our original Standard Weekly Feature Pages—we can bring you the same profitable extra linage in *Your Weak Saturday or Monday Issue* 52 weeks in the year that we have brought to more than 100 of the leading dailies of the country.

DON'T HESITATE TO INQUIRE INTO OUR PLAN. WRITE OR WIRE TO-DAY FOR A REPRESENTATIVE—ABSOLUTELY NO OBLIGATION ON YOUR PART.

THERE IS ONLY 1 THOMAS W. BRIGGS CO.

THOMAS W. BRIGGS CO.

Do not confuse us with others using same or similar name

OVER 25 YEARS SUCCESSFUL SERVICE TO AMERICAN PUBLISHERS

For financial reference ask Dun & Bradstreet

MEMPHIS, TENN.

Offices

NEW YORK SAN ANTONIO ATLANTA

FIFTY
YEARS OF ACHIEVEMENT
1886 1936

TRADE LINOTYPE MARK

MODERNIZE FOR PROFITS WITH LINOTYPE DEVELOPMENTS

•

There is more than one way to set heads. And unless you are very familiar with the newer Linotypes, you may be overlooking the one best way to meet your own particular head requirements.

For example, study this one suggested equipment for a Two-in-One Model 26. See the variety of faces available for continuous composition (no waiting for matrices to distribute). See if such a layout wouldn't relieve the last-minute jam in your own composing-room.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
SAN FRANCISCO · CHICAGO · NEW ORLEANS
CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

Representatives in the Principal Cities of the World

LINOTYPE METROTHIN NO. 2 AND ERBAR BOLD CONDENSED

TRADE LINOTYPE MARK

ER NEWS

TRADE LINOTYPE MARK

ROOKLYN, NEW YORK JANUARY 25, 1936

MODEL 26 WINS HEAD-SETTING CHAMPIONSHIP

Mixer Coasts Easily From Deck to Deck. Cheering Crowds Hail Non-Stop Trip as Epoch-Making Advance in Newspaper Composition. Rivals Had to Wait for Matrices to Distribute.

Another headline-setting record was established today by the Model 26 Linotype. Before a large and vociferously cheering throng of mechanical executives, this amazing performer demonstrated again the validity of its claim to the title of Headline King.

It took all lines in its stride . . . 6 point to 36 point . . . and jumped from one size to another with the utmost ease. While giving full credit to the single keyboard, observers noted that the Model 26 made its greatest gains while rival contenders were sitting back waiting for their matrices to distribute. There were no such stops for the Linotype mixer. It forged right ahead, raining down matrices from all four magazines and returning them to their proper places by way of the simple Linotype multiple distributor. From banner head to by-line the Model 26 raced on, leaving in its wake only a small cloud of dust and a crowd of surprised spectators.

The Linotype matrix doesn't believe in crossing bridges unless there is a good reason for doing so. But when a matrix in a Mixer Linotype

A New Light Put on Theory Of Relativity

Model 26 Linotype Gives Its Own Explanation of Einstein Thesis.

The entire scientific world is just a bit ga-ga today over a new and amazingly simple explanation of the complicated time-space relationships that have baffled all but a handful of the

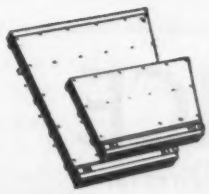
NE
RD
IT!

led to
has No
Hands.

Model 26
one key-
driven key-
ers of the
cause they

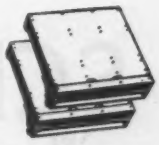
TRADE LINOTYPE MARK

SUGGESTED 2-IN-1 MODEL 26 EQUIPMENT



First Main Magazine (72-channel split)
24 point Century Bold
HOW is o 123

Second Main Magazine (90-channel)
12 point Century Bold with Italic
HOW is one to asses 123
HOW is one to asses 123



First Auxiliary Magazine
36 point Century Bold caps and figures
HOW123

Second Auxiliary Magazine
48 point Erbar Light Condensed
HOW I 123

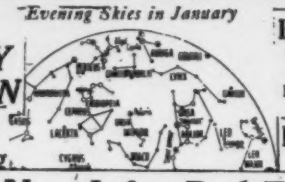
Text matter in 7 and 10 point Excelsior

FINDING OF STONE TOOLS REVIVES THEORY OF EARLY AMERICAN INHABITATION

EXPERTS CLAIM EUROPE ... IN

Formula Will Predict Thoroughbred's Racing

Evening Skies in January



Interior of Earth Is Rigid, Quakes Reveal to Father J. B. Macelwane

Inner Materials Are Not in Molten State but as Stiff as Surface Rocks, He

Long-Sought Cure For Static Found By Columbia Professor

Cornell's New Great Atom Smasher

Memory Of Lightning

Science Demonstrates New Infra-Red Eye That Penetrates Haze and Smoke

SYNTHETIC SEX VITAMIN E TO AID STERILITY

Scientists Learn Wheat Kernels Contain New Essence

By WATSON DAVIS

See Views of Rockets in Motion

Speed of 700 Miles Per Hour Reported After New Experimenting

(Copyright, 1935, by Science Service)

ANTIDOTE FOUND FOR OVERDOSE OF SLEEPING POWDER

Experiments With Picrotoxin Described Before Medical

Science Sidelights—

Unpredictable

By Jane Stafford

NEW YORK—You cannot ...

BIBLE ODDITIES ARE EXPLAINED

Colorful Language Is Used By Ethiopian Translators,

TWO TIME ZONES CALLED ADEQUA

By Watson Davis

ST. LOUIS—Because radio, airpla

Lens Grinding Costs Slashed by New Metho

Aluminum Deposit Technic Obviates Need for Compl

Landing Field Made of Cotton Will Be Built

Fish Get Seasick, Reports Biologist, Proving His Poin

By Science Service

TALLAHASSEE, Fla.—Even fish get

Chemistry Aids Agriculture Branches

15 Years of Science

During the last 15 years these great advances of science have made great news stories:

1921 Vast extent of universe discovered . . . X-rays told structure of matter . . . Bacteriophage discovered . . . Radio broadcasting in infancy.
1922 Diabetes conquered by insulin . . . Sea sounded by echoes . . . Sunlight cured rickets . . .Chemical elements disintegrated.
1923 Fertility vitamin E discovered . . . Dinosaur eggs found . . . Paresis treated with malaria.
1924 Photographs wired and radioed . . . Earth circled by Army airmen . . . Scarlet fever cause found and immunization developed.
1925 Cosmic rays . . . Quantum mechanics . . . Tennessee evolution trial . . . Sun eclipse . . . Autogiro demonstrated.
1926 Pernicious anemia conquered by liver . . . Sugar made from wood . . . North Pole reached by air . . . Colored movies developed . . . Atomic hydrogen welding invented.
1927 Lindbergh flew Atlantic . . . X-rays change heredity . . . Coal hydrogenation produced liquid fuel.
1928 Radio achieved sight . . . Movies added sound . . . Pacific spanned by air . . . Ultraviolet irradiated food produced . . . Royal burials at Ur.
1929 Airship circumnavigated globe . . . South Pole reached by airplane . . . Oxygen isotopes discovered . . . Peking man—China's oldest.
1930 Ninth planet Pluto discovered . . . Suprarenal hormone conquers Addison's disease . . . Parrot fever . . . Greater antiquity for prehistoric American man.
1931 Heavy weight hydrogen discovered . . . George Washington Bridge over Hudson completed . . . Earth's age 2,000,000,000 years . . . Piccard stratosphere flight.
1932 Neutron and positron discovered . . . Monte Alban Mexican treasure tombs . . . SS. Normandie launched . . . Nobel prize to Langmuir . . . Sun eclipse . . . Blind flying . . . Vaccination against yellow fever.
1933 Great meteor shower . . . Heavy water made . . . Operations removing lung . . . Dutch elm disease . . . Lowest temperature produced . . . Nobel prize to Morgan . . . Soviet and Settle-Fordney stratosphere flights . . . 10,000,000 volts generated.
1934 Artificial radioactivity . . . Heredity-bearing genes located . . . Triple-weight hydrogen discovered . . . SS. Queen Mary launched . . . Nobel prizes to Urey and Whipple, Minot and Murphy . . . Great drought.
1935 Extraordinary new star Nova Herculis . . . Anderson-Stevens record stratosphere flight . . . Crystalline protein found virus disease cause . . . Pressure of million pounds per square inch . . . Superheavy element atomic number 93 . . . Brain waves studied.

It was in 1921 that SCIENCE SERVICE began the reporting of SCIENCE as NEWS. Since 1921 NEWS of SCIENCE has fought its way to the front pages.

During the next 15 years, as during the last, the most complete, most accurate, most reliable reports of developments and discoveries in all fields of science will come from SCIENCE SERVICE.

Daily Mail Report—1,500 words on major developments in all sciences. Mats and prints.
Telegraph Service—Most urgent science news and complete convention coverage.
Science News Pictures—Mats and prints of interesting and unusual scientific subjects.
Science Today—Daily semi-editorial articles interpreting current news of science.
Feature Series—Special sequences on scientific developments of great popular interest.
Preparedness File—Complete science morgue: biographies; data on aviation, weather, etc.
Science Shorts—Eight daily nutshells of science. World's finest filler.
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Convention Hears Reports on Aspects of Personal Characteristics

BY SCIENCE SERVICE

5-MEAL DAY URGED TO LESSEN FATIGUE

Yale Scientists Find Factory Workers More Efficient on That Dietary Regime.

NO MORE FOOD COUPONS

Distribution of Rations Said to Result in 10% Increase in Industrial Output

DR. KARL COMPTON

WORK CAPACITY SEEN COLD "YARDSTICK"

By JANE STAFFORD

SEX HORMONE FOUND WHALE BY-PRODUCT

Progestin Widely Used in Gynecological Practice.

By Science Service

"Public Enemy" Takes Disguise To Fool Victim

By DR. FRANK THONE

RELIEF IS ACHIEVED FOR ANGINA PECTORIS

Eases Suffering In "Most Painful" Disease

By Science Service

Science Shorts

DENIES OLD PERSONS LOSE MENTAL POWER

ST. LOUIS (AP)—As infirm

USED HONEY FOR WOUNDS

Old-Time Treatment Has Been Re-Discovered as Effective Ointment.

MERCY DEATHS ARE URGED BY BOTTICY GROUP

Only Chimpanzee Twins Known To Science Get Modern Type Training From Mother

'Tom' And 'Helene' Are Watched As Carefully As Quintuplets

By MARJORIE VAN de WATER

TOM AND HELENE

CHOW TIME

Cedars of Lebanon Now Near Extinction

ST. LOUIS—(AP)—Cedars of Lebanon

RACE BETWEEN STEAM, DIESEL ENGINE AT PEAK

By ROBERT D. POTTER

Science Service Staff Writer

Justices of the Supreme Court Are Not Unusually Long-Lived

Hormone Disc... Plants, Grow...

A GEOGRAPHER ANALYZES CAUSES OF WAR

Science Session Speaker Offers Birth Control as a Major Aid to Peace

By Science Service

Geographers' conference meeting here

Fish Christmas calendar in Africa, Ethiopian war probably would

The Weight of a Sunbeam

What Was Round Tower? Answer Is Still a Mystery

Of Scandi... lization Of ...asia

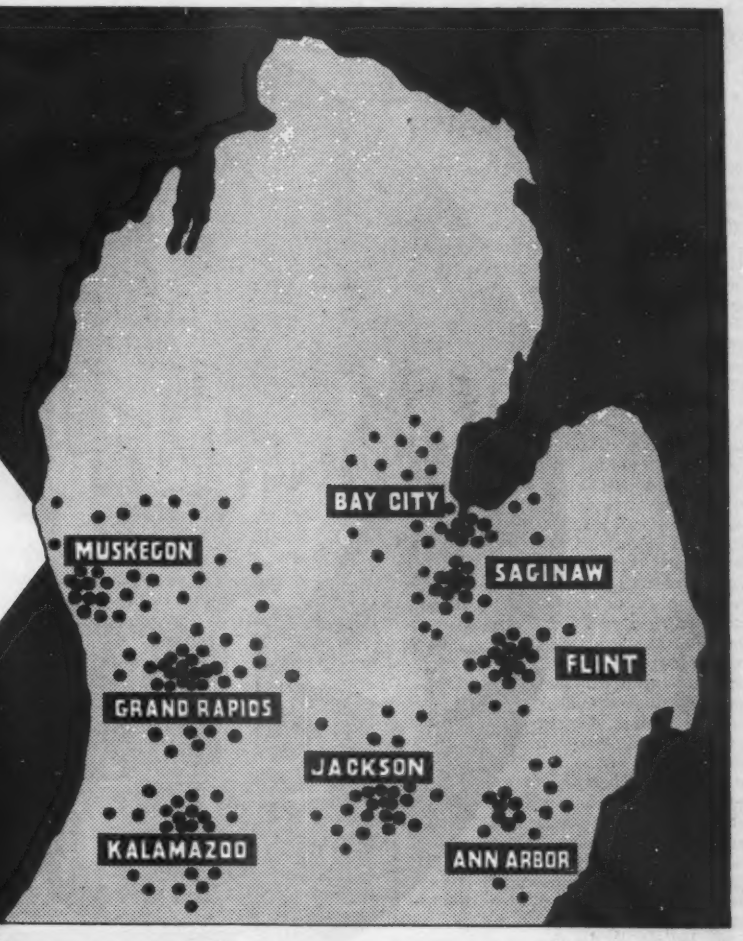
Science Today

The Sex Riddle

By Science Service

Infantile Paralysis Defense Is Discovered That Presence Of Anti-Bodies

One of the highest average-wage areas in the UNITED STATES



THE RIGHT "PATTERN" TO BRING DOWN A PROSPEROUS MICHIGAN MARKET

MICHIGAN *and the Booth Newspaper Market* are in the lead in national recovery. Opportunity-embracing national advertisers are supporting their dealers in this active, prosperous, high-wage territory with rapidly increasing linage in Booth Newspapers.

Booth newspapers *dominate* that rich, central portion of Michigan which really constitutes the entire other half of *buying* Michigan, outside of metropolitan Detroit.

Use Booth Newspapers singly, or as a group, to cash in on your Michigan sales opportunity. Every Booth paper is the outstanding paper in its city, from every standpoint—circulation—density of coverage—editorial leadership—reader confidence—and minimil rate.

Ask for pertinent new facts regarding this large, profitable market and how Booth Newspapers cover it. Booth cities have many characteristics which make them ideal test cities. Adequate merchandising service will support your test campaigns.

BOOTH NEWSPAPERS

The Grand Rapids Press
The Flint Daily Journal
The Saginaw Daily News
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times
The Muskegon Chronicle
The Ann Arbor Daily News

CHICAGO—J. E. LUTZ

EVERY ONE AN A. B. C. PAPER

NEW YORK—I. A. KLEIN, INC.

Consult your Advertising Agency

Every advertisement of The Philadelphia Bulletin contains the suggestion that you *"Consult your Advertising Agency."*

In the restless pattern of Business, today, *information* and *experience* are priceless assets. The advertising man has both.

He stands at the cross-roads of American Business helping to guide the flow of merchandise from manufacturer to consumer.

He knows markets from intimate study and research. He knows people and their buying habits. He has seen merchandising successes and failures, and has learned valuable lessons from both. He is not handicapped by too close a view of any business, but has a long perspective of all business.

Consult your Advertising Agency . . . on the preparation of advertising, of course . . . but consult him as well on your market problems, on your distribution set-up, on your sales methods, on your packaging, on proposed new products.

If you consult your Advertising Agency about merchandising a home product, you will learn that Philadelphia is the greatest City of Homes in all America; that it has more single-family homes th all of New York City and Buffalo combined, more than Chicago a St. Louis added together.

You will learn that Philadelphia families, through the yea have built up a great home newspaper—The Evening Bulletin.

You will discover that this newspaper has never given a premi or conducted a circulation contest; that reading interest is responsi for its 519,694 net paid daily circulation during 1935. (1934 averag 511,647)

You will learn that The Bulletin's advertising cost is one of th lowest among all newspapers, anywhere.

You will find that the combined judgment of all Natio Advertisers and Advertising Agencies has given The Bulletin m national advertising than any other six-day newspaper in Ameri in 1932, 1933, 1934 and 1935.

© 1936, Bulletin Company, City Hall Square, Philadelphia. Robert McLe President. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: N York, Chicago, Detroit, San Francisco.

In Philadelphia . . . . nearly everybody reads The Evening Bulleti

PRESS MADE MANY GAINS DURING 1935

Advertising Revenue Topped $500,000,000 For First Time Since 1932, a Gain of 6%—Circulations Increased Phenomenally With Sunday Sales At All-Time Peak—21 New Dailies in Field

INTRODUCING this Year Book Number, the 16th in its line, we repeat our usual custom of briefly reviewing the year just closed and peeping warily into the future. 1935 was a year of perplexities. It opened doubtfully. Toward midyear, fears were general that the country might slip back into the vicious downward spiral that had dissolated 1932, but by the end of summer confidence mysteriously returned and with the advent of the holidays, the beginnings of a new boom were apparent. The momentum of the holiday trade, largest in five years, had not slackened as January, 1936, drew to a close, and business leaders generally were predicting important commercial advances in all lines with a degree of assurance that had been missing from their previous breathings of optimism.

Newspaper statistics confirm the above description of last year's troubled course. Gains were made in all branches of newspaper activity, but they were clinched at the close of the year after many months of doubt. Newspaper circulations gained phenomenally, in the face of their determined climbs during the two previous years. Total daily circulation is now above the 1931 level and Sunday circulation is at an all-time peak, with a 1935 gain only slightly behind the tremendous spurt of 1934. Newspaper advertising gained approximately 6 per cent, or $25,000,000 during the year over 1934, according to present conservative estimates. These may be revised upward as more complete figures become available. In any case, newspaper advertising revenues topped $500,000,000 in 1935 for the first time since 1932. They ended the year scrambling to overtake 1931, but the sluggishness of the early months left the latter year with a long lead. Warily, we suggest the thought that 1936 may see 1931 overtaken, and even the possibility that 1930 figures may be exceeded. 1935 topped 1932 by 2.8 per cent.

* * *

THE milline rate story of newspapers is the most remarkable in the current survey of the industry. Morning newspaper circulations and advertising rates advanced *pari passu*, leaving the milline rate as of Dec. 31, 1935, at $2.58, the same as it was at the end of 1934. Evening newspaper circulations stepped ahead of rate increases, so that the milline rate dropped from $3.75 to $3.71, a decrease of 1.06 per cent. Sunday circulations advanced sharply while the total rate dropped, due in the main to an increasing tendency to sell evening and Sunday circulations in combination. The Sunday milline rate is now $2.12, the lowest level in the past 16 years, and a decrease of 6.19 per cent from the rate at the end of 1934. The picture for the past five years follows:

	1935	1934	1933	1932	1931
Morning	$2.58	$2.58	$2.66	$2.57	$2.57
Evening	3.71	3.75	3.87	3.72	3.54
Sunday	2.12	2.26	2.51	2.46	2.39

That is a portrayal of efficient operation. Increased circulations, reflecting in part renewed promotion and in part recovery of employment and income by newspaper readers, dictate increased costs for newspapers, but these costs have as yet been passed only in part to the buyers of advertising space.

* * *

MORNING newspaper circulations gained 3.52 per cent over their 1934 totals, standing now practically even with the 1930 total and only 14,000, or 1-10th of 1 per cent below the peak at the end of 1929. Evening newspaper circulations gained 4.2 per cent over the 1934 record, and now exceed their 1933 and 1932 record also. They stand 1,400,000 below their 1930 top figure. Sunday circulation gained 6.03 per cent during the past year, continued its amazing progress of the past three years. Sunday newspapers, which were pronounced moribund ten years ago by some experts, have demonstrated unparalleled vitality during the depression and its sequels and their present total of 28,147,343 copies per issue is a testimony to the courage and enterprise of the industry's leaders. While a large part of the 1,600,000 gain is concentrated in New York, increases are general throughout the country and can be attributed in no small measure to the growing popularity of color and gravure sections introduced by many newspapers during the past three years.

* * *

THE vitality of the daily press in an era when prejudiced critics have declared it doomed by facsimile, television, and even less tangible inventions, is also evidenced by the strong gains in number of newspapers published. After many years in which newspaper ranks were steadily reduced by consolidation or extinction of weak journals, the tide has apparently turned. Current records show that the past year has seen 21 daily and 13 Sunday issues remain in business long enough to break into the statistics. Some of them are in fairly large cities, though in none of metropolitan rank. Most are in small Western cities never before served by daily newspapers, notably in Texas and Oklahoma. Most of them are likely to survive and eventually prosper. On the other side, consolidations have been at a low ebb during 1934 and 1935. Sales have been few. The majority of newspapers made small profits both in 1934 and 1935—small in comparison with past standards, but more than could be realized by investment in conservative securities. Proprietors, in general, have turned deaf ears to offers of purchase.

* * *

ADDITION of radio facilities to newspaper establishments became suddenly popular during 1935. The number of publishers who saw in radio a valuable adjunct to their publishing activities has been growing slowly for 15 years, but the combination was generally regarded with either indifference or hostility by most publishers. The change came in the Spring of 1935, when the United Press and the International News Service induced the radio committee of publishers to agree to the sale of news for broadcasting. Since then, news has become the most popular commodity in the radio portfolio, scarcely a minute of the broadcasting day being without some sort of news or comment programs. Some have been sponsored by advertisers, but to date most have not been. So, partly as a protective measure and partly because of the investment value in a radio license, the number of newspapers seeking radio facilities has had a remarkable increase. Several newspapers have developed their broadcasting activities strongly for promotion of circulation. Others have made them sturdy sources of advertising income. The majority do not sell time in conjunction with their white space and few permit advertising sponsorship of news. Some broadcast no news whatever. 1936 promises several interesting developments in crystallization of newspaper thought on the desirability of owning a station, and methods of operating it. The year will also see a growing resistance among other interests, mainly political, to newspaper ownership of radio facilities. With the press increasing its control of the air approach to the public, a good many politicians anticipate the narrowing of channels which they have found easy and pleasant of navigation the past five years.

* * *

NEWS, as usual, has been crackling with excitement since the last Year Book was published. Some of it has been of vital interest to the newspaper industry, as such. Fifteen months of operation under the Daily Newspaper Code and similar instruments for other publications came to an end when the Supreme Court found NRA unconstitutional. The effects of the decision on newspapers have been slight. Most newspaper wages were well above code minima, many were increased after ratification of the code and no wage reductions have been reported as an effect of the code's dissolution. The industry immediately declared against lowering of wage or working standards and has kept its pledge. The only notable change has been the abandonment of the five-day week by some organizations, which declared the short week impracticable for continuous newspaper operation. Cost does not appear to have been an important factor in this decision.

THE American Newspaper Guild continued the direct action policies it initiated in 1934, engineering several strikes with varying results. By a narrow margin the membership refused to ratify affiliation with the American Federation of Labor, a step favored by the national leadership and several of the larger city units. The strike policy and the conflict over trade union affiliation apparently lost to the Guild the friendship of many reporters, desk men and editors, for the membership voting in the referendum totalled less than 4,000, against a claimed membership of almost twice that number two years previously.

* * *

WHILE the New Deal and its many ramifications kept the domestic pot at a boil through much of the year, the drums of war began again to beat in Europe in the early summer of 1935. It has been estimated that American newspapers between August and November 1 printed more words concerning the ineffectual manoeuvres in Ethiopia than they had published concerning all the other African conflicts combined. Scores of American correspondents and photographers spent weeks or months in the war zone. At least one died there and others have suffered aplenty from the climate, lack of fundamental comforts of civilization, and the anxiety of feeding news to a hungry American public, when practically nothing of news value was happening in the war zone. The real story was the table stakes poker game between Mussolini and England, France, and their League of Nations allies, the idealistic effort of the United States to shut off any possibility of becoming involved in the threatened conflict, and the general overshadowing dread of the latter eventuality. Developments clearly confirmed old suspicions that the press in a dictatorship is as much an arm of government as the army or navy, and that a newspaper can be marched like a regiment or trained like a gun to whatever mark the dictator chooses. The Italian press, by its concerted attack on Great Britain last summer, is credited by intelligent observers with creating the international situation which is still far from a safe equilibrium. It is now known that the press of nations like Italy, Germany, Russia, and Japan, controlled by military dictatorships, responds to none of the stimuli which move American and British journalism. Definite and terse as military movement orders are the mandates which are issued to editors daily, or as often each day as the situation requires. What may be printed, what must be printed, and what must not be printed—all these are defined in special and general terms.

* * *

DESPITE the tyranny under which much of the world press operates, a good many thousand newspapers are still publishing and selling advertising space in other lands. The roster, published for many years in these pages, has again been revised. The Department of Commerce, for several years forced to curtail this revision by lack of funds, undertook the work again in 1935 and most of the lists presented have been corrected as of last Summer. All have been checked against the best available data by EDITOR & PUBLISHER staff, and the current list, though still faulty by our statistical standards, is superior to those of previous years.

* * *

OTHER features of the Year Book have been refined and strengthened. The principal directory of personnel, circulation, advertising rates, etc., now carries also information on newspaper circulation prices—the rate per copy on street sales, the weekly and monthly rates for carrier delivery, and the wholesale rate to newsdealers. This information has never before been available. The directory of advertising agencies has also been strengthened by the addition of many names—listing the president or principal, production manager, copy chief, art director, space-buyers and account executives. In addition to the main personnel directory, the regular supplementary lists of editorial department heads have been revised and lengthened. To the many friends who assisted in the compilation of this information, we express our sincere appreciation.

CIRCULATIONS, RATES AND PERSONNEL OF 1,950 DAILY NEWSPAPERS

THIS directory of daily and Sunday newspapers of the United States and Canada gives, wherever available, the following information:

State and city of publication, with population according ot the 1930 (in Canada, 1931) census. In certain cases, a figure is given for "City Zone" or "Carrier Limits," representing the population of the area in which newspapers are distributed by city carriers.

Name of newspaper, whether published morning, evening, or Sunday, with its circulation for the six or 12 months ending Sept. 30, 1935. Circulation figures are taken from sworn statements to the Post Office, publishers' statements to the Audit Bureau of Circulations, or audits issued by the Audit Bureau of Circulations.

Advertising rates per agate line, on general (national) and retail (local) advertising. The rates listed are the minimum quoted by the publisher.

Political policy of each newspaper, telegraphic news services used, whether a rotogravure section is issued and on what days, whether a merchandising paper or bulletin for retailers is issued, whether merchandising co-operation is offered to advertisers, whether a job printing plant is operated, circulation prices and representation in the national advertising field.

Names of the Publishers, Publishing Corporation and its President, Editor, Managing Editor, City Editor, Sports Editor, Sunday Editor, General Manager, Business Manager, Circulation Manager, Advertising Manager, National Advertising Manager, Classified Advertising Manager, Mechanical Superintendent, and Job Department Superintendent.

Key letters appearing in the fourth column have the following meanings:
(I) Politically Independent.
(R) Republican.
(D) Democratic.
(Soc) Socialist.
(I-R) Independent Republican.
(P-R) Progressive Republican.
(J) Operates job printing plant.
(E) Operates engraving plant.
(*S) Asterisk indicates a rotogravure section is published, the initial following the asterisk indicating the day of issue *S—Sunday, M—Monday, Tu—Tuesday, W—Wednesday, Th—Thursday, F—Friday, Sat—Saturday.

Circulation prices are summarized as follows: Price per copy on street sales indicated by first figure, thus (2c.), or 3c. d, 10c. S, the latter showing daily and Sunday single copy prices. Next follows the weekly, monthly, or both, prices for carrier delivery, thus: 15c.w, 65c.m. Then the wholesale price per hundred copies is shown, thus: $1.50d, $7.50S.

Figures in parentheses are key numbers to the list of special advertising representatives in New York, Chicago, and other cities. Where more than one number is given the first is Eastern representative; the second is Western, the third Pacific Coast, etc.

Boldface circulation figures are A.B.C. net paid average for the six months ending Sept. 30, 1935. An "x" following boldface figures indicates publisher's statement to the A.B.C. for three months ending Sept. 30, 1934. All other circulation figures are publisher's statements filed with the Post Office for 12 months' average, ending Sept. 30, 1935.

(mer) indicates that the newspaper issues a merchandising paper or bulletin.

(†) Indicates that merchandising co-operation is given.

Abbreviations of press service names are as follows:
AP—Associated Press.
AusP—Australian Press.
AW—American Wire.
BUP—British United Press.
CanP—Canadian Press.
CDN—Chicago Daily News.
CPA—Central Press Association.
CP—Consolidated Press.
CT—Chicago Tribune Service.
HS—Agence Havas.
INS—International News Service.
MG—Manchester Guardian.
McNS—McClatchy News Service.
NANA—North American Newspaper Alliance.
ND—Nippon Dempo.
NYHT—New York Herald Tribune Service.
NYT—New York Times Service.
NYT-LT—New York Times-London Times News Service.
NWN—Northwest News Bureau.
NCWC—Nat'l Catholic Welfare Council Cable Service.
PCN—Pacific Coast News Service.
PTA—Polish Telegraph Agency.
PL—Philadelphia Public Ledger Service.
R—Shimbun Rengo Sha.
SN—Standard News.
TR—Transradio.
TS—Toronto Star News Service.
UP—United Press Associations.
UPM—United Press of Mexico.
US—Universal Service.
WCN—Westchester County Newspapers.

Canadian Key

(L) Liberal party.
(C) Conservative party.
(L.-C.)—Liberal-Conservative party.
(C.-L.) Conservative-Liberal party.
(C) When preceding numeral indicates Canadian advertising representative.
(E) When preceding numeral indicates advertising representative in London, England.

ALABAMA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
ANNISTON	Star									
22,345	(e) 6,334	.05	.05	(D) (UP) (†) (5¢-20¢w, 85¢m-$2.50) (74)	Consolidated Pub.Co. Harry M. Ayers, Pub.-Pres.	Horace Wright. Ralph Callahan	DeWitt Carmichael. M. H. Johnson (sp)	H. M. Myers. L. J. Raemon (bm) R. Shields (cm)	Lewis J. Raemon. Harry M. Myers (n) Jerome Flynt (cl)	L. W. Devine
	Sunday edition (S) 6,334	.05	....							
BIRMINGHAM	Age-Herald									
259,678	(m) **40,280**	....	....							
383,157 (ABC City)	News									
	(e) **79,534**	....	....							
	Combined daily (me) **119,814**	.27	.145	(I-D) (INS,UP) (*S) (mer) (†) (5¢m, 3¢, 10¢S) (78)	Birmingham NewsCo. Victor H. Hanson, Pub.-Pres.	James E. Chappell. Charles A. Fell	Vincent Townsend (e) Zipp Newman (sp-e) Bob Phillips (sp-m)	James E. Chappell. Don R. Davis (cm)	H. B. Bradley. C. B. Hanson, Jr.(n) R. E. Faherty (cl)	W. E. Carns
	Sunday edition (S) **106,147**	.27	.135							
	Post (e) **68,647**	.15	....	(I) (UP, SHA) (†) (3¢-12¢w, 50¢m) (129)	Scripps-Howard Newspapers	James E. Mills, Jr. W. L. Vennell	Chas. Edmundson. John Putnam (sp)	J. W. Frierson (bm). R. S. Nix (cm)	W. E. Brown. Thos. A. Craven (n) Wilmot Calloway (cl)	.....
DECATUR	Daily									
15,593	(e) 6,185	.045	....	(D) (AP) (†) (J) (5¢-15¢w, 65¢m) (74)	Tenn. Valley Ptg. Co., Inc. B. C. Shelton, Pres.	B. M. Bloodworth. B. C. Shelton	C. W. Gover.	B. C. Shelton. R. T. Sheppard (bm) H. M. Layman (cm)	B. C. Shelton. Robert Rice (cl)	H. M. Dafley R. T. Sheppard (j)
DOTHAN	Eagle									
16,046	(e) **7,701x**	.05	.041	(D) (AP) (5¢-15¢w, 65¢m-$1) (78)	.....	Julian Hall. Dorian Stout	Nat Faulk. Bill Fields (sp)	W. C. Batchelor. Horace Hall (bm) J. R. Chamblee (cm)	Ray Gould. Horace Hall (n) Lawrence Coe (cl)	P. Porter
EUFAULA	Tribune									
5,208	(e) 3,412	.03	....	(D) (AP) (†) (J) (5¢-12½¢w, 50¢m) (41)	H. L. Upshaw.	H. L. Upshaw. W. S. Croker	.....	H. L. Upshaw. Mrs. J. M. Smith (cm)	John W. Pearce.	W. S. Croker
FLORENCE	Times									
11,729 16,000 (1935 est.)	(e) 5,651	.045	.04	(D) (AP) (5¢-15¢w, 65¢m) (none)	Times Pub. Co. Inc. J. L. Meeks, Pub.	.....	.....	.....	.....	.....
GADSDEN	Times									
20,042	(e)	.053	....	(I-D) (AP, UP) (74)	B. H. Mooney.	W. I. Martin.	.....	J. Thornton (cm).	I. P. Cocke (n).	.....
	Sunday edition (S)	.053	....							
HUNTSVILLE	Register									
11,554	(e) 4,318	.04	.036	(D) (INS) (5¢-15¢w, 60¢m-$2.50) (none)	Register Pub. Co. Wm. H. Pierce, Pub.-Pres.	J. E. Pierce. R. E. O'Neal	H. B. Long. T. D. Phelps (sp)	William H. Pierce. L. M. Whitaker (cm)	W. W. Ellison. K. Wallace (n) H. Hughes (cl)	A. N. Shamblin
	Sunday edition (S) 4,318	.04	....							
	Times (e) 7,211	05	.039	(I-D) (AP) (5¢-15¢w-$2.50) (78)	Henry P. Johnston.	Reese T. Amis.	Pat Jones. P. I. Pruitt (sp) R. T. Amis (Su)	Jack Langhorne (bm) A. L. Smith (cm)	Jack Langhorne. R. H. Kelly (n) O. Ledbetter (cl)	.....
	Sunday edition (S) 7,211	.05	....							
MOBILE	Register									
90,504	(m) **20,071**	....	....							
	Press (e) **23,732**	....	....							
	Combined daily (me) **43,803**	.14	....	(I-D) (UP, AP) (†) (3¢d, 5¢S-20¢w, 85¢m-$1.50) (78)	Mobile Daily Newspapers, Inc. R. B. Chandler, Pub.-Pres.	H. P. Ewald. W. H. Longgrear	C. E. Mathews. Howard Johnson (sp) W. H. Longgrear (Su)	R. B. Chandler. J. O. Stuardi (cm)	C. M. Smith. W. J. Hearin Jr. (cl)	T. C. McLemore
	Sunday edition (S) **41,679**	.14	....							
	Times (e) **10,122**	.06	....	(I) (INS) (†) (3¢-12¢w, 52¢) (21)	Mobile Times, Inc. T. E. Sharp & J. T. Watters, Pubs. T. E. Sharp, Pres.	Warren H. Roberts. Geo. Cox, Jr.	Caryle Ward. C. J. Watters (sp)	W. M. Fincher (bm). Jack Roberts (cm)	.....	.....
MONTGOMERY	Advertiser									
66,079 69,738 (ABC City)	(m) **31,036**	.09	....	(D) (AP) (5¢-20¢w, 85¢m) (78)	Advertiser Co. R. F. Hudson, Pub.-Pres.	Grover C. Hall. W. J. Mahoney	Harwell Hatten. S. X. Stephenson (sp)	A. D. Potter (cm).	P. W. Walsh.	M. E. Ford
	Sunday edition (S) **31,344**	.09	....							
	Alabama Journal (e) **18,794**	.075	.07	(D) (AP) (†) (3¢-15¢w, 65¢m-$1.50) (15)	Fred. I. Thompson.	C. M. Stanley. E. A. Shellnut	James Harrison. Jerry Carter (sp)	Jas. Wilson (treas.). Walter Webb (bm) J. L. Thornton (cm)	T. B. Upchurch. Walter Webb (n)	.....
OPELIKA	News									
8,156	(e) 2,375	.018	....	(D) (AP) (5¢) (none).	Wear & Wilson.	W. H. Wilson.	.....	W. C. Wear (bm).	.....	.....
SELMA	Times-Journal									
18,012	(e) 4,918	.04	....	(D) (AP) (5¢-20¢w-85¢m) (none)	F. T. Raiford.	F. T. Raiford. E. B. Field	O. S. Wynn. E. B. Field (sp)	F. T. Raiford. M. H. Raiford (bm) R. R. Moore (cm)	Robert Street. M. H. Raiford (n) Elva Stewart (cl)	J. B. Wells
	Sunday edition (S) 5,218	.04	....							
SHEFFIELD-TUSCUMBIA	Tri-Cities Daily									
10,754	(e) 4,950	.045	....	(I-D) (AP) (none).	J. L. Meeks, Pub.	.....	.....	.....	.....	.....
TALLADEGA	Home									
7,596	(e)	.021	....	(D) (INS) (none).	Est. of J. C. Williams.	Tom R. Williams.	Cecil Hornaday.	Tom R. Wilson.	Tom R. Wilson.	.....
TROY	Messenger									
6,814	(e) 1,528	.02	.02	(D) (AP) (5¢) (41).	Troy Messenger, Inc. M. N. Dodson, Pres.	M. N. Dodson.	.....	M. N. Dodson. Mrs. G. Johnston (cm)	Howard Johnston.	M. Grantham
TUSCALOOSA	News									
20,659	(e) 6,270	.045	....	(D) (AP) (74).	Bruce Shelton, Pub. W. S. Mudd, Pres.	N. H. Cobbs.	Jay Thornton.	Bruce Shelton (bm).	M. T. Creager. Bruce Shelton (n)	.....
	Sunday edition (S) 6,270	.045	....							

(*Continued on page* 15)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ARIZONA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BISBEE 5,023	Ore (e) 1,248	.03	....	(I) (AP) (5¢) (none)	Border Pub. Co. M. J. Cunningham, Pres.				E. Dean	W. A. Sanders
	Review (m) 2,864 Sunday edition (S) 2,864	.04 .04	....	(D) (AP) (†) (J) (5¢) (36-12)	Folsom Moore			C. F. Yates (bm) C. C. Beadame (cm)	S. P. Schaffer	F. Perko
DOUGLAS 9,938	Dispatch (m) 2,347 Sunday edition (S) 2,347	.036 .036	....	(R) (AP) (J) (5¢-75¢m) (101)	Dispatch Pub. Co. James Logie, Pres.	John A. Curry James Logie	John A. Curry	James Logie	L. R. Hancock James Logie (n)	John Dean
NOGALES 6,001	Herald (e) 2,918	.036	.036	(I) (AP) (J) (5¢-75¢m-$2) (101)	H. R. Sisk	Don Smith	Don Smith	H. R. Sisk H. C. Wayte (bm) Mrs. D. Roesner (cm)	H. C. Wayte Mrs. D. Roesner (cl)	E. F. Stoller H. C. Wayte (j)
PHOENIX 48,212	Gazette (e) 12,713	....	....	(I) (AP, UP) (†) (J) (5¢-60¢m-$2.50) (149)	Arizona Pub. Co. C. A. Stauffer, Pres.-Pub. (m) W. W. Knorpp, Pub. (e)	C. G. Nuckolls (e) J. W. Spear (m) B. F. Lynch (man.ed.)	G. J. Tipton (m) Fred Schans (sp-m) Larry Grill (sp-e) Pauline Bates (Su-m) Joyce Penfold (Su-e)	W. W. Knorpp Sidney Myers (bm) Oliver King (cm)	Fred Myers Bob Hall (n) Lee Hover (cl)	C. H. Hanlen Fred O. Adams (j)
	Republic (m) 31,630 Combined daily (me) 44,343 Sunday edition (S) 33,790 Evening & Sunday (ES)	.... .15 .... .16	....	(I) (AP, UP) (†) (J) 5¢-75¢m-$2.50) (149)						
PRESCOTT 5,987	Courier (e)	....	....	(D) (AP) (†) (J) (5¢) (47)	Prescott Courier, Inc. W. P. Stuart, Pres.-Pub.	W. P. Stuart	Frank Freeman	W. P. Stuart J. W. Walden (bm) Agnes Neighbors (cm)	R. J. Aitken	E. J. Reuter
	Courier-Journal (m) ..... Combined daily (me) 4,619 Sunday edition (S) 4,619	.... .045 .045	.... .03 .03	(D) (AP) (J) (†) (5¢) (47) (25¢w, $1m-$2.50)						
TUCSON 32,506	Citizen (e) 10,577	.05	....	(I-R) (AP, UP) (†) (3¢-10¢w-$1) (47)	Citizen Pub. Co.	Lee Hargus Waldo Butler (news)	Wm. Holzhauser Calvin Thompson (sp)	Lee Hargus Dean Huddleston(cm)	M. C. Perrine Lee Hargus (n)	
	Arizona Star (m) 8,529 Sunday edition (S) 8,929	.05 .05	.039 .039	(I) (AP) (5¢-20¢w, 75¢m-$2) (36-12)	State Consolidated Pub. Co. W. R. Mathews, Pres.-Pub.	W. R. Mathews Talbot T. Smith	Jack Weadock	W. R. Mathews Geo. W. Chambers(cm) E. G. Gay (cm)		J. R. Leonard
YUMA	Sun & Arizona Sentinel (e) 4,221	.045	.036	(I) (UP) (J) (5¢-15¢w, 60¢m) (101)	Sun Ptg. Co. R. E. Osborn, Pres.	Karl Allen R. E. Osborn	Lamont Odett	R. E. Osborn Susan Hague (bm) Lamont Odett (cm)	W. L. Odett	Wm. L. Black

ARKANSAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ARKADELPHIA 3,980	Sifting Herald (e)	.025	....	(I) (AP) (6)	P. McCorkle	P. McCorkle		M. L. Nesbit (cm)		
BATESVILLE 4,484	Guard (e) 1,065	.021	.014	(D) (UP) (J) (10¢w, 40¢m, $4) (6)	Guard Record Co., Inc. O. E. Jones, Pres.	Johnny Erp R. C. Wann	Mrs. R. M. Allison	R. Cleo Wann (bm)	R. Cleo Wann	F. Sherrill
BLYTHEVILLE 10,095	Courier-News (e) 4,627	.04	.032	(I) (UP) (†) (5¢-15¢w, 60¢m-$1) (6)	Courier-News Co., Inc. C. R. Babcock, Pres.	C. R. Babcock	C. R. Babcock Graham Sudbury (sp)	Harry W. Haines Sam Norris (cm)	H. W. Haines Mrs. S. F. Norris (cl)	S. Brooks
CAMDEN 7,273	News (e) 3,001	.03	....	(D) (AP, UP) (†) (5¢) (6)	News Pub. Co. C. E. Palmer, Pres.	Alfred W. Rose		A. Roy Allen (bm)	A. Roy Allen Floy Pope (cm)	
CONWAY 5,534	Log Cabin Democrat (e) 1,401	.025	....	(D) (AP) (J) (5¢) (6)	Conway Ptg. Co. Frank E. Robins, Pub.			Frank E. Robins, Jr. (bm) Joe B. McGee (cm)	Frank E. Robins, Jr.	
DE QUEEN 2,936	Citizen (e) 836	.02	....	(D) (J) (5¢) (6)	DeQueen Bee Co., Inc.	Ray Kimball		Ray Kimball		
EL DORADO 16,431	News (m) 6,005 Times (e) 2,396 Combined daily (me) 8,401 Sunday edition (S) 6,005 Evening & Sunday (eS)	.... .06 .... .06	....	(I-D) (AP, UP) (5¢) (6)	C. E. Palmer	C. E. Palmer Robt. T. Hays	George Brewer (sp)	C. E. Palmer John H. Vogel (bm)	Johnnie Jones A. W. Estes (cl)	W. J. Swatzell
EUREKA SPRINGS 2,276	Times-Echo (e)	.025	....	(D) (J) (5¢) (6)		S. A. Diehl		W. E. Diehl		
FAYETTEVILLE 7,394	Democrat (e) 2,677	.03	....	(I-D) (AP) (J) (†) (2¢-50¢m-$1) (6)	Democrat Pub. Co. Mrs. R. W. Fulbright, Pres.	L. S. Read	Jim Bohart (sp)	J. D. Hurst (bm) Floyd Elliot (cm)	J. D. Hurst	E. Murphy
FORREST CITY 4,594	Times-Herald (e)	.021	....	(D) (UP) (J) (6)	Times-Herald Pub. Co. John T. Durst, Pres.	John T. Durst		John T. Durst		
FORT SMITH 31,429 33,415 (ABC City)	Southwest American (m) 14,339 Times Record (e) 8,768 Combined daily (me) 23,007 Sunday edition (S) 23,925	.... .10 .10	....	(D) (AP) (†) (5¢-15¢w-$2.50) (123)	Times Record Co. J. S. Parks & G. D. Carney, Pubs. J. S. Parks, Pres.	C. F. Byrns C. A. ver Beck	J. E. Garner Johnnie Porter (sp) J. E. Garner (Su)	Harry Robinson G. C. Gardner (cm)	S. E. Gearhart H. Robinson (n) S. E. Gearhart (cl)	A. W. LaVasque
HARRISON 3,636	Times (e) 1,105	.02	....	(I) (J) (3¢-10¢w) (6)	Times Pub. Co.	John R. Newman		T. M. Newman (bm)		
HELENA 8,316 18,560 (Gtr. Helena)	East Ark. Record (e) 2,029 Sunday edition (S) 2,029 World (e) 3,460 Sunday edition (S) 3,460	.025 .025 .025 .025	.02 .... .025	(D) (UP) (mer) (J) (3¢-15¢w, 65¢m-$1.50) (26) (I-D) (AP) (5¢-15¢w, 65¢m) (6)	East Ark. Pub. Co., Inc. J. E. Schofield, Pres. C. M. Young	J. E. Schofield J. P. Burks	Edwin Schults Clarence Bruce (sp) Leo E. Nyberg Ted Woods (sp)	Kenneth B. Lasswell Rudolph Vetter (cm) C. M. Young Marve Shell (cm)	K. B. Lasswell Rebecca Bookhart (cl) J. M. Young	E. Rives C. H. Lindsey
HOPE 4,008	Star (e) 3,508	.03	.023	(I-D) (AP) (†) (J) (5¢-15¢w, 65¢m-$1.67) (6)	Star Pub. Co. Alex H. Washburn, Pub. C. E. Palmer, Pres.	Alex H. Washburn		Alex H. Washburn Leonard Ellis (cm)	Stanley E. White Emma Green (cl)	G. W. Hosmer C. C. Westerman (j)
HOT SPRINGS 20,238	Sentinel-Record (m) 4,120 New Era (e) 4,181 Combined daily (me) 8,301 Sunday edition (S) 4,120 Evening & Sunday (eS)	.... .06 .... .06	....	(D) (I) (AP, UP) (J) (5¢) (6)	Southern Newspapers, Inc. C. E. Palmer, Pres.	Robert S. Dean		E. Marion Riggs Byron L. Riggs (cm)	John Q. Holder Miss. Dale Williams (n)	
JONESBORO 10,326	Sun (e) 5,336	.03	.03	(D) (AP) (5¢-15¢w, 50¢m) (26)	W. O. Troutt & Sons.	Fred D. Troutt	John W. Troutt W. F. DeLoache (sp)	W. O. Troutt Nina Roberts (cm)	Fred D. Troutt John W. Troutt (n) Nina Roberts (cl)	J. W. Troutt
	Tribune (e) 3,917	.03	.02	(D) (UP) (†) (J) (5¢-50¢m) (6)	Tribune, Inc. Don. Murray, Pres.	Horace Gate Donald Murray	Eltom Dickson (sp)	Donald Murray	Donald Murray	C. L. White

(*Continued on page* 16)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ARKANSAS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LITTLE ROCK 81,679 110,000 (ABC City)	Arkansas Democrat (e) **35,169** Sunday edition (S) **43,442** Arkansas Gazette (m) **48,439** Sunday edition (S) **56,146**	.10 .085 .11 .... .12 .... .14	(D) (AP, UP) (mer) (†) (3¢d, 5¢S,20¢w-$1.67d, $3S) (15)	Arkansas Democrat Co. K. A. Engel, Pres.	W. T. Sitlington (me)	E. J. Liske Allen Tilden (sp)	K. A. Engel W. D. Branham (bm) C. A. Lane (cm)	E. J. Herndon W. D. Branham (n) F. G. Sykes (cl)	G. A. Griffin	
				Gazette Pub. Co. J. N. Heiskell, Pres.	J. N. Heiskell Clyde Dew	John F. Wells Ben Epstein (sp) J. N. Heiskell (Su)	Fred W. Allsopp M. D. Nicholson (cm)	W.C.Allsopp (adv.dir) C. E. Deese (n) L. R. Wilkins (cl)	A. N. Guthrie	
MALVERN 5,115	Record (e) 850	.021	(D) (J) (5¢) (none)	J. H. Beerstecher	J. H. Beerstecher					
MENA 3,118	Star (e) 804	.018 .018	(I-D) (UP) (J) (5¢, 10¢w) (none)	Mena Star Co., Inc. E. W. St. John, Pres.	Ernest W. St. John	Anthony Grove (sp)	D. D. Clement	D. D. Clement	O. O. Ogden C. J. Branstetter (j)	
NEWPORT 4,547	Independent (e) 1,000	.02 .02	(D) (UP) (†) (J) (5¢-15¢w, 50¢m-$3.50) (6)	Mrs. A. C. Wilkerson	L. F. Farmer	Mrs. R. E. Jeffry	L. F. Farmer	W. K. Moore W. Witmer (n) Mrs. R. E. Jeffry (cl)	R. Evans E. Evans (j)	
PARAGOULD 5,966	Press (e) 1,165	.025	(D) (AP) (5¢) (none)	R. C. Wright			R. C. Wright Mrs. R. C. Wright (bm)	Mrs. E. Hendryx (n)		
PINE BLUFF 20,760	Commercial (e) **7,244**	.045	(D) (AP, UP) (J) (5¢) (6)	E. W. Freeman	W. B. Sorrells, Jr.		E.W.Freeman,Jr.(bm) W. F. Hawley (cm)	G. N. Freeman	G. R. Hill	
	Graphic (m) 6,277 Sunday edition (S) 6,277	.04 .025 .04	(D) (AP) (5¢-15¢w, 65¢m-$2.50) (74)	George H. Adams	H. J. Adair	J. L. Thomasson H. J. Adair (j)	George H. Adams Franklin Reichen (cm)	Wm. V. Hutt, Jr. Mildred McIntyre (cl)	D. T. Sheffield	
POCAHONTAS 1,896	Democrat (e) New daily	.02 .02	(I-D) (UP, AP) (†) (J) (5¢, 10¢w) (6)	J. W. Case	J. W. Case Mrs. J. W. Case (me)	Glen Johnston (sp)	J. W. Case D. M. Burke (bm) J. W. Case (cm)	J. W. Case	Mrs. J.W. Case (av)	
PRESCOTT 3,033	News (e)	.014	(D) (J) (none)	Archie W. Johnson			Archie W. Johnson			
ROGERS 3,554	News (e) 2,546	.03 .025	(I-D) (UP) (5¢-10¢w, 40¢m-$1.17) (6)	Everett W. Pate	Everett W. Pate C. C. Lambert		Everett W. Pate Joe G. Hudgens (cm)	E. W. Hobart E. W. Pate (n) E. Smith (cl)	L. Beckham	
RUSSELLVILLE 5,628	Courier-Democrat (e)	.025	(D) (AP) (5¢) (none)	J. A. Livingston	J. A. Livingston		Erwin Livingston	J. A. Livingston		
SEARCY 3,387	Citizen (e) 750	.014	(D) (J) (5¢) (6)	J. J. Baugh			M. P. Jones, Jr. (bm)	M. P. Jones, Jr.		
SILOAM SPRINGS 2,378	Herald-Democrat (e) 2,533	.02	(I) (†) (J) (5¢) (6)	A. W. Perrine	A. W. Perrine	Emma J. King	A. W. Perrine H. B. Perrine (bm)	A. W. Perrine		
STUTTGART 4,927	Arkansawyer (e) 1,345	.02	(D) (UP) (†) (J) (5¢) (6)	Arkansawyer Ptg. Co. J.M.Drummond,Pres.	LaVerne Swim	LaVerne Swim	Mrs. L. M.Webb(cm)	Lyle M. Webb		
	Leader (e) 1,425	.021	(I) (5¢) (74)	W. L. Kennedy			F. L. Anderson (bm)			
TEXARKANA	Gazette & News. See Texas Listing.									
WYNNE 3,505	Progress (e) 1,160	.02 .018	(J) (5¢-10¢w, 40¢m) (6)	Cross County Ptg. Co., Inc. Donald Murray, Pres.	Douglas Smith	Douglas Smith (sp)	Roland Hughes T. D. Smith (cm)	Roland Hughes	E. W. Ramsey	

CALIFORNIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMEDA 35,033	Times-Star (e) 5,214	.045 .04	(I) (UP) (2¢-10¢w, $1) (101)	Times-Star Pub. Co. H. G. Spaulding, Pres.-Pub.	H. G. Spaulding	Cope Hartley Jack Clark (sp)	Thos. Nuveau (cm)	George Guest Margot Lyons (cl)	J. Walter Pratt	
ALHAMBRA 29,472	Post-Advocate (e) **6,088**	.055	(I) (AP) (J) (2¢) (101)	H. C. Burkheimer	Clayton I. Ward		W. F. Cook (bm) J. C. Buttemer (cm)	Henry W. Welsh	S. J. Wills	
ANAHEIM 10,997	Bulletin (e) **2,812**	.04 .03	(R) (AP) (†) (3¢-50¢m, $1.50) (101)	Lotus H. Loudon	Floyd McCracken	James Heffron (sp)	Lotus H. Loudon Richard Fischle (bm)	Reginald Taylor	Fred Van Raes PerrySmith(cm)	
ARCADIA 5,216	Tribune (e) 1,400	.06 .06	(I) (INS) (J) (5¢-40¢m) (none)	P. M. Martindale	Art Gerlich		E. E. Swanton (cm)	John Ruddick	Frank G. Roush	
BAKERSFIELD 26,015	Californian (e) **12,124**	.055 .055	(D) (AP, UP) (†) (J) (5¢-65¢m) (17-101)	Alfred Harrell	Alfred Harrell David Anderson	Orval T. Adams James Day (sp)	Edward Benson	Walter Kane	Elmer Forgy	
BERKELEY 82,109	Gazette (e) **9,993**	.06 .06	(R) (UP) (†) (J) 3¢, $1.50) (47)	C. E. Dunscomb	J. E. Wales	H. W. Johnson Phil Rolfe (sp)	C. E. Dunscomb C. H. Irwin (bm) F. W. Folsom (cm)	C. H. Irwin I. D. Putnam (n) K. F. Robertson (cl)	E. H. Zarley	
BRAWLEY 10,437	News (e) 2,130	.03	(R) (AP) (J) (5¢-50¢m) (47)	M. Ethel Witter		L. H. Beason Eddie Collins (sp)	Allen T. Witter Pat Wallace (cm)	Roy Fawcett	F. M. Jones	
BURBANK 16,662	Review (e) 2,679	.04	(I) (UP) (J) (3¢-15¢w, 50¢m, $1.50) (148)	Review Ptg. Co. H. R. Ling, Pres.	Lynn Monroe H. R. Ling	Jimmey Dooley	Harvey R. Ling I. R. Snider (cm)	Chas. Hickey Lyle Webb (cl)	J. W. Edwards Robt. Dussault (j)	
BURLINGAME 13,270	Advance-Star (e) 2,692	.04 .04	(I) (INS) (J) (3¢-50¢w, $2) (101)	Burlingame Pub. Co. A. B.Cargill, Pres.	A. B. Cargill	C. H. Prior Allan Stewart (sp)	A. B. Cargill A. M. Snelgrove (cm)	J. M. McGrath V. West (cl)	W. Wester	
CALEXICO 6,297	Chronicle (e) 1,122	.025 .025	(I) (UP) (J) (5¢-50¢m, $2.50) (101)	Randall Henderson	Randall Henderson	Kenneth Pulver Al Haworth (sp)	Randall Henderson Bess Stacy (cm)	Clark Dennington	O. de los Cobos Paul Payne (j)	
CHICO 7,961	Enterprise (e) **2,667**	.03	(I-R) (AP) (5¢-60¢m, $1.50) (101)	F. J. O'Brien	F. J. O'Brien	P. A. Cowan James Zeno (sp)	F. J. O'Brien H. A. Barber (bm) C. J. Dahl (cm)	H. A. Barber U. Chambers (cl)	L. E. Broyles	
	Record (m) **2,310** Sunday edition (S) **2,315**	.03 .025 .03 .025	(D) (UP) (mer) (5¢-60¢m, $1.50) (148)	Richards & Deuel	V. C. Richards & C. H. Deuel	Jack Wilson Ralph Rivet (sp)	V. C. Richards Chas. Clark (cm)	Golda Hulen Jack Little (cl)	Emil Bardill	
COALINGA 2,851	Record (e) 1,040	.025	(R) (UP) (J) (5¢) (none)	McCollum & Mason	F. J. McCollum		H. M. Mason			
COLTON 8,014	Courier (e) 1,271	.025 .025	(R) (AP) (J) (3¢-20¢m, $1) (none)	F. S. Hosfelt	V. G. Hosfelt	Dillon Purcell	F. S. Hosfelt K. W. Alexander M. C. Carter (cm)	K. W. Alexander M. C. Carter (cl)	W. W. Elliott	
COLUSA 2,116	Sun-Herald (e) 2,087	.03	(I) (UP) (5¢-50¢m) (101)	Sun-Herald Pub. Co. M. E. Halloway, Pres.	W. G. Brill	F. F. McCue (sp)	Floyd McCue R. C. Clevinger (cm)	Floyd McCue M. H. Brill (n) Ruth Stickler (cl)	Floyd McCue	
	Times (e) 1,955	.03 .018	(I) (AP) (J) (5¢) (none)	I. G. Zumwalt Co. I. G. Zumwalt, Pres.	Geo. B. Collins		Zerrel Bransford J. M. Kaveney (bm)	Zerrel Bransford	A. E. Orser	
CORNING 1,370	Observer (e) 965	.021 .021	(I) (UP) (J) (5¢-$2.50) (148)	Mrs. T. E. Harper	Mrs. T. E. Harper	F. W. Mosher, Jr.	Mrs. T. E. Harper		A. C. Keiser	
CORONA 7,018	Independent (e) 883	.021	(I-R) (J) (5¢) (26-148)	G. M. Balir	Mike Strasser		M. P. Miller J. E. Blair (cm)		C. R. Miller	
CULVER CITY 6,500 (1935 Est.)	Star-News (e) **2,333**	.04 .04	(I-R) (AP) (†) (2¢-40¢m, $1) (101)	So. Calif. Asso. Newspapers Wm. Shea, Pub.	Wm. Shea Rembert James	Rembert James Peter Jenkins (sp)	Wm. Shea Kirk Boott (bm)	Hugh Baumberger Art Carlson (cl)	Earl Leavitt	

(*Continued on page* 17)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
CENTRO.....	Imperial Valley Press (e) 3,021	.035	....	(R) (UP) (†) (J) (5¢) (101)	Imperial Valley Pub. Co. Paul Jenkins, Pres.	Paul Jenkins..... E. A. Fitzhugh	.....	Geo. Bennitt..... Russell Bennitt (bm) W. J. Hunt (cm)	A. C. Johnston.....	C. R. Squires
	Post (m) 3,643	.035	....	(I) (UP) (†) (J) (5¢-60¢m) (101)						
	Sunday edition (S) 3,643	.035	....							
ONDIDO.....	Times-Advocate (e) 920	.021	....	(I) (UP) (J) (5¢-50¢m) (none)	Percy Evans.....	Percy Evans.....	Alan (Dan McGrew).	Percy Evans..... Vera Deaver (cm)	Percy Evans..... Vera Deaver (cl)	Eric Runge Aubrey Ashley (j)
REKA.....	Humboldt Standard (e) 6,231	.05	.05	(R) (UP) (mer) (†) (5¢) (101)	Standard Ptg. Co.... Mrs. O. L. Day, Pres. D. H. O'Kane, Pub.	Don H. O'Kane.....	F. F. Flaherty..... L. W. Beal (sp)	Don H. O'Kane..... H. W. Boyce (cm)	Gene Smith (n)..... Fred Thevenin (cl)	C. R. Harms
	Humboldt Times (m) 5,933	.05	....	(I) (AP) (J) (5¢) (92-47)	Times Pub. Co..... W. W. Bull, Pres.	J. H. Crothers.....	.....	J. L. Kennedy (cm)	H. Irvine Sprague	Wm. Wagle
	Sunday edition (S) 6,890	.05	....							
SNO.....	Bee (e) 42,250	.12	.082	(I) (AP, UP, US, INS) (†) (5¢d, 10¢S-95¢m-$2d, $5S) (113)	James McClatchy Pub. Co. C. K. McClatchy, Pres.	C. K. McClathy..... H. R. McLaughlin	W. E. Lockwood.... Ed. Orman (sp)	G. C. Hamilton, Gen. Bus. Dir. G. L. Engstrom (bm) Alex Sehera (cm)	R. W. Millard..... R. J. Horan (cl)	.....
	Sunday edition (S) 41,492	.12	.082							
LLERTON.....	News-Tribune (e) 3,569	.04	....	(I) (UP) (5¢) (101).	News-Tribune Co., Ltd. W. Kee Maxwell, Pres.-Pub.	B. K. Maxwell..... A. E. Davis	A. E. Davis.....	W. Kee Maxwell.... Edna McMaster (bm) R. McCombs (cm)	W. N. Long..... Edna McMaster (cl)	C. W. Galloway
LROY.....	Dispatch (e) 1,517	.025	.018	(R) (UP) (mer) (J) (5¢) (101)	Lloyd E. Smith.....	Lloyd E. Smith.....	Herbert Sutton.....	Lloyd E. Smith.....	Lloyd E. Smith.....	.....
ENDALE.....	News-Press (e) 12,701	.075	.051	(I) (AP, UP) (3¢-15¢w-$1) (101)	So. Calif. Asso. Newspapers C. F. Waite, Pres. William S. Kellogg, Pub.	W. S. Ingram.....	J. C. Safley..... Fredk. Graham (sp)	W. S. Kellogg..... W. E. Buhrle (cm)	H. Dale Townsend... R. L. Dewar (n) A. S. Adams (cl)	C. H. Ruhmland
RASS VALLEY..	Union (m) 2,320	.025	.018	(I) (AP) (J) (5¢-65¢m) (149)	M. Henry Argall, Pub. W. F. Prisk, Pres.	E. G. Kinyon.....	R. T. Ingram.....	M. Henry Argall....	Earl Caddy..... M. Henry Argall (n)	J. D. Truscott
(1935 Est.)	Sunday edition (S) 2,320	.025	.018							
RDLEY.....	Globe (e) 334	.011	....	(D) (J) (5¢) (none).	Don B. Robb.....	Don B. Robb.....	.....	.....	.....	.....
ANFORD.....	Journal (m) 1,535	.025	.025	(I) (UP) (J) (5¢-60¢m-$2.50) (101)	J. E. Richmond.....	J. E. Richmond.....	Robert Brown (m)... R. E. Smith (e) E. S. Richmond (sp)	J. E. Richmond..... J. Y. Kerr (cm)	F. E. Newton..... J. E. Richmond (n)	M. D. Fuller
	Sunday edition (S) 1,535	.025	.025							
	Sentinel (e) 1,173	.025	.025	(I) (UP) (J) (5¢-75¢m-$2.50) (101)						
ATWARD.....	Review (e) 3,318	.03	....	(I-R) (UP) (J) (5¢ (101)	Review Pub. Co.....	John J. Hooper.....	.....	K. K. Hooper (bm)..	.....	.....
EALDSBURG...	Tribune (e) 1,708	.025	.018	(I) (UP) (†) (J) (5¢-65¢m) (101)	M. Earle Adams	M. Earle Adams.....	.....	R.M.Van Marter (cm)	L.A. Thatcher.....	Russell Stahl L. Rossasco (j)
OLLISTER.....	Advance (e) 1,204	.025	.025	(D) (J) (5¢-25¢m-$2.50) (47)	Walter Keene.....	Walter Keene.....	Benj. Frizzi.....	Walter Keene..... M. Zanardi (cm)	Walter Keene.....	J. R. Brock
	Free Lance (e) 1,583	.025	.025	(I-R) (UP) (J) (5¢-15¢w, 60¢m-$2.50) (101)	M. F. Hoyle.....	Bruce Craver.....	Ralph Towle.....	M. F. Hoyle..... E. F. Greenep (cm)	Howard O'Brien.....	Peter Borovich M. C. Arthur (j)
OLLYWOOD....	Citizen-News (e) 25,592	.12	.105	(I) (AP, UP) (†) (J) (2¢-50¢m-$1) (36-47)	Citizens-News Co.... H. G. Palmer, Pres.	Harlan G. Palmer... Harold Swisher	Harold Hubbard.... Claude Newman (sp)	Harlan G. Palmer... Harold Searles (bm) Clarence Rippeto(cm)	T. Harwood Young.. W. O. Mincher (n) J. R. Robin (cl)	Harold Winn Horace Turner (j)
ENTINGTON PARK	Signal (e) 5,130	.05	....	(I) (UP) (J) (2¢-40¢m) (101)	LeRoy Sanders, Own. Lester Adams, Pub.	Lester Adams.....	J. Stanley Pennell...	R. J. Meinburg (bm).	Chas. Ackerman.....	W. Aspenleiter
GLEWOOD.....	News (e) 4,210	.04	....	(I) (UP) (J) (47)...	Hubert H. Shaw.....	Roy Rosenberg.....	.....	John Conrad (cm)...	C. L. Griffin.....	C. Schnerek
DI.....	News-Sentinel (m) 4,325	.035	.035	(I) (UP) (5¢) (101).	F. P. Roper & Clyde C. Church	Clyde C. Church....	J. R. Thompson..... Art. Marquardt (sp)	F. P. Roper..... Wensel Kraemer (cm)	D. B. Rinfret..... F. P. Roper (n)	Jack Trapp
ONG BEACH....	Press-Telegram (e) 41,444	....	....	(R) (AP, UP) (†) (J) (3¢-10¢w, 75¢m-$2) (149)	Press-Telegram Pub. Co.	W. F. Prisk.....	Frank P. Goss (e)...	Chas. W. Paddock...	G. L. Burt.....	James Jenkins
	Sun (m) 13,664	....	....	(R) (UP) (†) (J) (3¢-10¢w, 40¢m-$1.50) (149)	W. F. Prisk, Pres.-Pub.	Walter Case (me-m) Frank M. Selover (me-e)	Ruskin Dunfee (m) Frank Blair (sp-e) Jack Swain (sp-m) Homer K. Johnston (Su)	Wm. Snell (cm)	W. L. Mapiethorpe(n) Robt. Maxwell (cl)	T. V. Wood
	Combined daily (me) 55,108	.19	....							
	Sunday edition (S) 50,388	.14	....							
OS ANGELES...	Examiner (m) 190,762	.44	.275	(I) (AP, US) (mer) (†) (5¢d, 10¢S) (65)	Los Angeles Examiner, Inc. G. G. Young, Pres.	R. T. Van Ettisch... Warden Woolard, asst. me.	H. H. Morgan..... John Connolly (sp)	G. G. Young..... B. P. Guild (bm) A. G. Williams (cm)	S. P. Bartlett, Adv. Dir. C. W. Horn (d)	R. V. Edwards
	Sunday edition (S) 503,678	.77	.405							
	Herald & Express (e) 269,134	.60	....	(I) (INS, AP, UP) (†) (mer) (J) (3¢-65¢m) (14)	Evg. Herald Pub. Co. Dr. F. F. Barham, Pres.-Pub.	Frank F. Barham.... J. B. T. Campbell	Arthur Marek..... Sid Ziff (sp)	Don Keeler..... W.J. Harrison (cm)	Arthur Holliday..... E. O. Mens (n) K. O. Tinkham (cl)	Lew Richardson F. Veiux (j)
	Illustrated News (m) 97,600	.18	.15	(D) (UP) (J) (3¢-45¢m-$2) (108)	Stockholders Pub.Co., Inc. Manchester Boddy, Pres.-Pub.	Stephen O'Donnell.. Matt Weinstock	Merritt Jors..... Bob Cronin (sp)	Robert L. Smith.... W. A. Robare (cm)	W. R. Powell..... Thayer Ridgway (n) J. A. Conway (cl)	Art Stanley Orville Schwarz (j)
	Journal (m) 1,964	.036	....	(I) (UP) (none)....	Journal Co.....	Douglas W. Wilson..	.....	Wm. W. Roe (bm)...	C. P. Donnell.....	.....
	Post-Record (e) 74,252	.12	.105	(I) (UP) (2¢-45¢m-$1) (108)	Post Pub. Co..... Manchester Boddy, Pres.	Stephen O'Donnell... Jas. H. Richardson	Lee Payne..... Gene Coughlin (sp)	Robert L. Smith..... Arthur Pollock (bm) W. A. Robare (cm)	W. R. Powell..... Thayer Ridgway (n) John C. Conway (cl)	Elmer Cobb
	Times (m)	.37	....	(R) (AP, UP) (*S) (mer) (†) (J) (5¢d, 10¢S) (149)	Times-Mirror Co.... Harry Chandler, Pres.	Ralph W. Trueblood. L. D. Hotchkiss	Jackson Berger..... William Henry (sp)	Norman Chandler... Jacob Baum (bm) Ray F. Marx (cm)	Walter Pfaffenberger. E. A. Hartford (n) J. B. McCormick (cl)	Walter Masters S. W. Crabill (j)
	Sunday edition (S)	.50	....							
ADERA.....	Tribune & Mercury (e) 1,450	.025	....	(I) (UP) (J) (5¢) (101)	Clark & Clark.....	H. A. Clark.....	.....	Geo. A. Clark.....	.....	.....
ARTINEZ.....	Contra Costa Gazette (e) 3,776	.04	.03	(R) (UP) (J) (5¢-50¢m) (101)	Gazette Pub. Co., Ltd. W. R. Sharkey, Pres.-Pub.	Cyril L. Cairns.....	Ernest Marchi (sp)..	Will R. Sharkey..... H. D. Lyford (bm) E. L. Crow (cm)	J. A. McDonnell..... Vida McNamer (cl)	H. D. Lyford (j)
ARYSVILLE....	Appeal-Democrat (e) 5,822	.045	....	(I) (UP) (5¢-15¢w, 65¢m) (101)	Marysville-Yuba City Pubs., Inc. H. E. Thomas, Pres.	H. E. Thomas.....	Edward Burt (sp)....	S. J. Pickens (bm)... L. B. Nordyke (cm)	Chas. A. Williams....	T. J. Ryan
	Star and Herald (m) 2,060	.035	.035	(R) (AP) (5¢-50¢m-$1.50) (none)	Arthur W. Gluckman, Sr.	W. S. O'Brien.....	W. S. Day..... Roy Jacobes (sp)	Arthur W. Gluckman W. L. Irwin (cm)	Robt. Bamford.....	R. H. Anderson
	Sunday edition (S) 2,060	.035	.035							
ERCED.....	Sun-Star (e) 5,124	.045	....	(I) (UP) (J) (5¢-30¢w, 65¢m-$2.50) (101)	Peter, Ray & Hugh McClung Ray McClung, Pres.	Ray McClung..... Hugh McClung	John Schmidt..... Carl McClung (sp)	Hugh McClung..... P. R. Peterson (cm)	Paul Terry..... Juanita Coats (cl)	John Carlisle Hugh McClung (j)

(*Continued on page* 18)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MODESTO 13,482	Bee (m) **2,195** Bee (e) **9,333** Combined daily (me) **11,441** Sunday edition (S) **2,118** Evening & Sunday (eS)	.... .07 .... .07	....	(I) (AP,C UP, INS, US, McNS) (†) (5¢-75¢m) (113)	James McClatchy Co. C. K. McClatchy, Pres. G. C. Hamilton, V.-P. & Bus. Dir.	Walter P. Jones, ed.dir. H. E. Conway	Max Foster Jas. Roach (sp)	F. C. Willey (bm) J. N. Stone (cm)	Wm. B. O'Shea F. C. Willey (n) H. W. Underwood (cl)	M. J. Schoenfeld
MONROVIA 10,890	News-Post (e) 1,603	.035	....	(R) (AP) (J) (2¢) (101)	So. Calif. Asso. Newspapers C. F. Waite, Pres. Chas. F. Davis, Pub.	Elwood Irwin		Walter W. Marto	Walter W. Marto	
MONTEREY 9,141	Peninsula Herald (e) 4,215	.035	....	(I) (AP, UP) (mer) (†) (J) (5¢) (101)	Peninsula Herald Co. Allen Griffen, Pres.	Allen Griffen		H. V. Walters (bm) Howard Reed (cm)	H. V. Walters	A. H. Clickard
NAPA 6,500	Journal (m) 1,985 Sunday edition (S) 1,985 Register (e) 3,155	.025 .025 .03	.018 .018 .025	(D) (UP) (J) (5¢-50¢m) (101) (R) (UP, INS) (5¢-15cw,50cm)(none)	Napa Journal, Ltd. E. L. Gibson, Pub. George H. Francis	James T. Ritch Geo. H. Francis Theodore Marois	George Algeo Betty Sheffield George Algeo (sp)	W. S. Grant (bm) M. Talley (cm) Theodore Marois Doris Koethen (cm)	W. S. Grant John York Amelia Geiger (cl)	Elwin Muller H. H. Muller (j) Albert Pagnello
OAKLAND 432,898	Post-Enquirer (e) **54,108** Tribune (e) **79,313** Sunday edition (S) **75,533**	.18 .21 .21	.16 .18 .18	(I) (INS, US) (mer) (†) (3¢-18¢w, 65¢m-$2) (14) (R) (AP, UP) (†) (J) (3¢, 10¢S-$1m-$2d, $7.50S) (149)	Post-Enquirer Pub. Co. J. R. Knowland, Jr., Pub. Tribune Pub. Co. J. R. Knowland, Pres. J. R. & W. F. Knowland, Asst. Pubs.	Carl Hoffman Howard Krueger J. R. Knowland L. S. Levy	Homer Thomas Al Santoro (sp) Stanley Norton Ralph Bell (sp) Roy Sharpe (Su)	R. A. Carrington Victor Lattanner (cm) B. A. Forsterer (bm) P. M. Knox (cm)	Emil A. Nusbaum E. C. Kelly (n) John Maher (cl) Elliott C. Hensel C. L. Irish (n) M. J. A. McDonald (cl)	Robt. Ratekin A. L. Lengel C. B. Hill (j)
OCEANSIDE 3,507	Blade-Tribune (e) 1,216	.025	.025	(I) (UP) (J) (5¢-50¢m) (47)	Harold N. & Paul R. Beck	Harold N. Beck	Walter Hillam L. Von Deerlin (sp)	Paul R. Beck (bm) W. A. Ross (cm)	Paul R. Beck Ora Magee (cl)	Ray Ellis
ONTARIO 13,577	Report (e) 3,977	.04	.04	(I) (UP) (†) (J) (3¢-65¢m) (101)	F. B. Appleby	F. B. Appleby	R. F. Graettinger	H. F. Matthews L. L. Sturgess (cm)	H. F. Matthews Anne Thomas (cl)	Walter Axely U. R. Hughes (j)
ORANGE 8,066	News (e) 2,625	.03	.03	(R) (UP) (5¢-60¢m) (101)	Hart & Craemer	W. O. Hart	Ray S. Arguello	J. F. Craemer Stan Wilson (cm)	O. G. Franke	
OROVILLE 3,072	Mercury-Register (e) **2,143**	.03	.03	(I) (UP) (5¢-60¢m) (101)	Oroville Mercury, Ltd. D. L. Beebe, Pub.	Dan L. Beebe	Geo. Wangelin	Dan L. Beebe Norman Conway (cm)	J. B. Hosmon D. L. Beebe (n)	Phil Hefner
OXNARD 6,285	Courier (e) 1,971	.025	.018	(R) (INS) (†) (J) (5¢-13¢w, 50¢m-$2.50) (101)	J. J. Krouser & Sons.	J. J. Krouser W. B. Krouser	Wenley Krouser H. R. Matthews (sp)	Caryl Krouser J. C. Krouser (bm) C. Stahl (cm)	Chas. Gerold C. Stahl (n) R. LaClair (cl)	H. R. Matthews
PALO ALTO 13,652	Times (e) 3,987	.045	.045	(I) (AP) (†) (5¢-20¢w, 75¢m) (101)	Peninsula Newspapers, Inc. E. R. Lovett, Pub. Geo. F. Morell, Pres.	Dallas Wood	Elinor Cogswell Beecher Kellogg (sp)	E. R. Lovett (bm)	E. C. Bishop V. Olafson (cl)	John Mathison
PASADENA 76,086	Star-News (e) **21,416** Post (m) **20,946** Combined daily (me) **42,362** Sunday edition (S) **29,889**	.13 .13 .19 .13	....	(I-R) (AP, UP, INS) (mer) (J) (3¢, 25¢w, 75¢m-$2) (149)	Star-News Pub. Co. C. H. Prisk, Pres.-Pub.	Chas. H. Prisk	C. F. Shoop R. O. Foote (sp) W. L. Blair (Su)	A. J. Hosking C. H. Prisk (bm) E. T. Hamrick (cm)	Geo. R. Fugate P. C. Pryor (n) H. A. Miller (cl)	J. T. Jenkins W. C. Peck (j)
PETALUMA 8,245	Argus-Courier (me) 3,333	.04	....	(R) (UP) (5¢) (101).	Olmsted Co., Inc. J. O. Olmsted, Pres.	John A. Olmsted	Emmett Olmsted, Jr.	John A. Olmsted	Ellis H. Newsome	Clay Olmsted
PITTSBURG 9,610	Independent (e) 1,672 Post-Dispatch (e) 1,708	.03 .03	.03 .03	(I) (UP) (†) (J) (5¢-50¢m) (47) (D) (NS) (J) (5¢) (101)	Mid-County Pub. Co. Ted Bishop, Pres. J. P. Moore, Pub. Post-Dispatch, Ltd. Louis Meyer, Pres.	Ted Bishop Fred J. Walker	Jack Kane 	J. P. Moore (bm) B. J. Abraham, VP.	 	Robt. Lambors
PLACERVILLE 2,305	Republican (e) 856	.025	.025	(R) (UP) (J) (5¢-50¢m) (148)	ElDorado Pub. Co. M. T. Kelly, Pres.	V. E. Allen		C. E. Barker M. H. Vaught (bm)	M. H. Vaught	C. E. Barker
POMONA 20,804	Progress-Bulletin (e) **6,896**	.045	....	(I-R) (UP) (J)(3¢) (101)	Progress-Bulletin Pub. Co. W. E. Stevens, Pres.	A. T. Richardson		W. E. Stevens	James K. Piersol	W. J. Averell
PORTERVILLE 5,303	Recorder (e) 1,965	.025	.025	(I) (UP) (J) (5¢-60¢m) (none)	Homer W. Wood	Homer W. Wood Roy Garman	Sardis Templeton	Homer W. Wood Fred Montrose (cm)	Roy Garman H. W. Wood (n)	F. C. Smith
RED BLUFF 3,517	News (e) 1,544	.025	....	(D) (UP) (101)	J. G. Miller	J. G. Miller		R. H. Boding (bm)	R. H. Boding	Samuel Hall
REDDING 4,188	Courier-Free Press (e) 1,612 Searchlight (m) 1,916 Sunday edition (S) 1,916 Combined daily (me) 3,527	.03 .03 .03 .05	....	(I-R) (UP) (J) (5¢-60¢m) (47) (I-R) (AP) (J) (5¢-60¢m) (47)	Walter H. Fink Walter H. Fink	Walter H. Fink Walter H. Fink	Ferdina Reinholt Murray Hannon	Walter H. Fink Walter H. Fink	L. G. Jones L. G. Jones	R. J. Miller (j) R. J. Miller (j)
REDLANDS 14,165	Facts (e) 2,679	.035	.03	(R) (UP) (3¢-65¢m, $1.50) (none)	Paul W. Moore	Paul W. Moore				
REDONDO BEACH 9,347	Breeze (e) 2,389	.045	....	(I) (AP) (†) (J) (3¢-10¢w, $1.50) (101)	John J. Berry	John J. Berry E. J. Doyle	Jorges Orgibet	John J. Berry Floyd J. Martin (cm)	James L. Adams	M. M. Drouhay M. H. Hussey (j)
REDWOOD CITY 8,965	Tribune (e) 2,866	.04	.04	(I) (AP, UP) (†) (5¢-50¢m) (47)	Peninsula Newspaper, Inc. G. F. Morell, Pres. S. H. Winklebleck, Pub.	William Vielhauer	Kenneth Bowen Fred Glover (sp)	S. H. Winklebleck James Wood (cm)	George McQueen Marshall Vicello (cl)	F. L. Jakubik
RICHMOND 20,006	Independent (e) 4,594	.04	.04	(I-R) (UP) (J) (3¢-36¢m((101)	Independent Pub. Co. J. F. Galvin, Pres., Pub.	R. S. Crose	Wm. Brown	F. S. Newsom E. H. Long (cm)	John Galvin, Jr.	W. G. Werner H. C. Bromberg (j)
	Record-Herald (m) 3,360 Sunday edition (S) 3,360	.035 .035	....	(I-R)(UP)(J)(50¢m) none)	Grover E. Milnes	P. R. Milnes		Grover E. Milnes		
RIVERSIDE 29,696	Enterprise (m) **3,212** Sunday edition (S) **3,262** Press (e) **7,150** Combined daily (me) **10,362** Evening & Sunday (eS)	.... .07 .07	....	(R) (AP, UP) (J) (5¢) (101)	Riverside Daily Press, Inc. H. W. Hammond, Pres.	A. A. Piddington	L. A. Hartman W. Fogleman (sp) E. W. Wallis (Su)	H. W. Hammond John L. Wagner (cm)	J. R. Bowden M. M. Gaston (cm) F. Barber (cl)	Sam Porter Leona Phillips (j)

(*Continued on page* 19)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SACRAMENTO... 93,750	Bee (e) **55,389**	.14	.105	(I) (AP, UP, US, INS) (†) (J) (5¢-85¢m, $2.50) (113)	McClatchy Newspapers Ltd. C. K. McClatchy, Pres. G. C. Hamilton, Gen. Bus. Dir.	Chas. K. McClatchy. W. P. Jones, Ed. Dir. Fred B. Moore (me)	Myron Depew..... Rudy Hickey (sp)	H. P. Walls (bm).... V. P. Willett (cm)	M. A. Tancock..... G. Baymiller (n) L. W. Averill (cm)	.....
	Union (m) 11,561	.07	....	(I) (AP) (†) (5¢-85¢m) (101)	Sacramento Pub. Co., Ltd. Wm. H. Dodge, Pres.-Pub.	Chas. J. Lilley..... Chas. Crawford.....	L. H. Wilson..... Steve George (sp)....	C. J. Lilley..... C. E. Borom (bm) Wm. Loftus, Jr. (cm)	C. E. Borom..... H. C. Bullock (n) J. T. Sebastian Jr. (cl)	C. O. Scoville
	Sunday edition (S) **19,800**	.08	....							
SALINAS..... 10,263	Index-Journal (e) 5,497	.035	....	(I-R) (UP) (†) (5¢) (101)	E. L. Sherman.....	E. L. Sherman..... Nelson Valjean	Jack O'Meara.....	E. L. Sherman..... Harry Miller (cm)	Al. Steinman..... L. Vera (cl)	.....
	Post (m) 3,550	.03	....	(I) (UP) (†) (5¢-50¢m, $2) (148)	Frank Cornell, Pres.. J. R. Clifford, Pub.	Frank Schiro..... J. R. Clifford	Frank Schiro..... Geo Challis (sp)	J. R. Clifford..... Fred Trevitt (cm)	J. R. Clifford.....	Les Cornett
	Sunday edition (S) 3,550	.03	....							
SAN BERNARDINO 37,481	Sun (m) **12,093**	....	....	(R) (AP, UP) (†) (J) (5¢ morn, 3¢ evg.-25¢w, morn, 20¢w, evg.-$3, morn, $2 evg.) (101)	Sun Co. of San Bernardino R. C. Harbinson, Pres.	R. C. Harbison (m).. Arthur J. Brown (e) Jas. A. Guthrie (man. ed)	Earl E. Buie..... Sid Olin (sp-m) Robert Walton (sp-e) L. Burr Belden (Su)	H. S. Webster (bm).. M. R. Standish, Asst. (bm) O. F. Thayer (cm)	H. P. Graham..... Stanford E. Moses (cl)	L. L. McFall E. D. Paul (j)
	Telegram (e) **3,108**	....	....							
	Combined daily (me) **15,201**	.075	.075							
	Sunday edition (S) **12,395**	....	....							
	Evening & Sunday (eS)	.075	....							
SAN DIEGO..... 147,999	Sun (e) **29,908**	.07	.05	(I) (UP, SHNA) (3¢d, 5¢S-20¢w, 75¢m, d&S-$2d, $3S) (129)	Sun Pub. Co.....	Magner White..... J. Boyd Stevens	Richard F. Pourade.. Nelson Fisher (sp) R. F. Paine, Jr. (Su)	Alan L. Houser (bm). Jas. S. Louvau (cm)	Jack N. Bils..... Maurice Harris (n) Harvey Hall (cl)	Jack Bryant
	Sunday edition (S) New Issue	.07	.05							
	Transcript (e) 483	.032	....	(none)	Frank Grandier.....	L. L. Grandier.....	.....	.....	.....	.....
	Tribune (e) **29,421**	....	....	(R) (AP, INS) (†) (3¢-$1.85) (101)	Union-Tribune Pub. Co. Lester G. Bradley, Pres. A. K. Whyte, Pub.	F. B. Goodman (e)... C. A. McGrew (m)	Arthur Hunt (e)..... Lon J. Smith (m) Tom Akers (sp-e) Tom Steinmann(sp-m)	Arthur K. Whyte.... Wm. V. O'Farrell(cm)	M. A. Penter..... John Mulkey (n) Kenneth Flood (cl)	.....
	Union (m) **27,649**	....	....	(R) (AP) (†) (5¢d, 10¢S-$2.50d, $7.50S) (101)						
	Combined daily (me) **57,070**	.16	.129							
	Sunday edition (S) **40,625**	.14	.129							
	Evening & Sunday (eS)	.18	.129							
SAN FRANCISCO. 634,394	Call-Bulletin (e) **121,193**	.28	.17	(I) (INS, AP) (mer) (†) (3¢-75¢m) (14)	Call Pub. Co..... Frederick Wagner, Pres.-Pub.	Jos. A. Mulcahy (me)	Edgar T. Gleeson.... Pat Frayne (sp)	Leo Ihle (bm)..... Presley Mallory (cm)	R. L. Litchfield..... C. L. Barker (n) Ben Oviatt (cl)	.....
	Chronicle (m) **98,000**	.25	....	(I-R) (AP, UP, CT) (*S) (†) (5¢d, 10¢S) (149)	Chronicle Pub. Co... Geo. T. Cameron, Pres.-Pub.	Chester Rowell..... P. C. Smith, exec.ed. W. D. Chandler (me)	John Robinson..... Harry B. Smith (sp) Stanley Mitchell (Su)	Lewis E. Haas (bm). C. E. Gilroy (cm)	Lewis E. Haas..... D. H. Hughes (n) H. J. Harrison (cl)	Mark Wayman
	Sunday edition (S) **151,405**	.30	....							
	Examiner (m) **168,864**	.42	.24	(I) (US, INS, AP) (mer) (†) (J) (5¢d, 10¢S-$1.15m) (65)	Examiner Ptg. Co.... George Hearst, Pres.-Pub.	Wm. C. Wren, (actg. me.)	Fred Gray..... Vernon D. Grieve (sp) Edw. Clarke (Su)	Clarence R. Lindner. Chas. Mayer (bm) J. B. Casaday (cm)	Louis C. Boone..... C. A. Sternberger (cl)	C. J. McDermott A. J. Thompson (j)
	Sunday edition (S) **416,448**	.72	.33							
	Commercial News (m) 5,670	.129	....	(none)	Victor J. Robinson...	Victor J. Robinson...	.....	Wm. H. Houston(bm)	.....	.....
	News (e) **94,117**	.22	....	(I) (UP) (mer) (†) (J) (3¢-75¢m-$2.10) (129)	Daily News Co., Ltd. J. L. Cauthorn, Pres.	W. N. Burkhardt... Frank A. Clarvoe	Morton Sontheimer.. Tom Laird (sp)	J. C. Cauthorn (bm). John vanBenthem (cm)	A. J. Tormey, adv.dir.. S. N. Needham (n) Joe Immel (cl)	.....
	Wall Street Journal (m) 2,740	.20	....	(I) (UP) (10¢-$2m) (none)	Dow Jones & Co., Ltd. K. C. Hogate, Pres.	H. C. Hendee.....	Lon M. Hughes.....	C. P. Miller, V.-P.... Robt. H. O'Hair (bm)	L. L. Hamilton.....	D. W. McAleese
SAN JOSE..... 57,651	Mercury-Herald (m) **18,366**	.075	.071	(R) (AP) (mer) (5¢-$3) (101)	E. A. & J. O. Hayes.. Mercury-Herald Co. J. O. Hayes, Pres.	J. O. Hayes.....	John Brokenshire.... Joe Custer (sp)	Frank L. Baker..... Edwin Simpkins (cm)	R. J. McMahon..... H. Haigler (cl)	.....
	Sunday edition (S) **19,171**	.075	.071							
	News (e) **13,366**	.06	....	(I) (AP, UP) (†) (J) (3¢-15¢w, 55¢m-$2) (143)	G. Logan Payne.....	G. Logan Payne..... Jack Wright	Stanley Waldorf..... Buddy Leitch (sp)	George H. Payne.... C. Robert Payne (bm)	Kenneth N. Stacy... Geo. H. Payne (n) Rose Aceves (cl)	J. E. Baker
SAN LUIS OBISPO 8,260	Telegram (e) 4,082	....	....	(I) (UP) (5¢-$2.50) (56)	Telegram Tribune Co. E. C. Rodgers, Pres.	E. C. Rodgers..... E. M. Hansen	E. M. Hansen..... Harold Westlund (sp)	E. C. Rodgers..... Elmer Lyman (cm)	Al Dawson..... M. Yager (n) V. Langenbeck (cl)	Geo. Murphy
	Tribune (m) 514	....	....							
	Combined daily (me) 4,596	.045	.037							
	Sunday edition (S) 514	....	....							
	Evening & Sunday (eS)	.045	.037							
SAN MATEO..... 13,444	Times & News-Leader (e) 5,126	.05	.045	(I) (UP) (mer) (†) (J) (3¢-50¢m-$1.50) (47)	Amphlett Ptg. Co.... Bradford M. Melvin, Pres.	J. P. McSorley.....	G. A. Currall..... Roger Williams (sp)	Harry Butler..... Anne Frahm (bm) Ralph Hollinger (cm)	Tom Wilson..... Harry Butler (n)	Edwin L. Warner Chester Badgley (j)
SAN PEDRO..... 35,918	News-Pilot (e) **9,627**	.06	.05	(I) (AP, UP) (J) (3¢-50¢m-$1)	San Pedro P. & P. Co. J. A. Waite, Pres.-Pub.	J. A. Waite..... W. H. Bastedo	Bynner Martin..... Joe Goss (sp)	J. A. Waite..... A. L. Waite (bm) Harry Pollak (cm)	E. B. Brown..... A. L. Waite (n) E. Stearns (cl)	Carl Johnson Geo. Truxler (j)
SAN RAFAEL..... 8,022	Independent (e) 3,910	.035	.035	(R) (UP) (mer) (J) (5¢-30¢w, 65¢m-$2.50) (101)	Independent Pub. Co., Inc. Harry Lutgens, Pres.-Pub.	James R. Boothe....	.....	Harry Lutgens..... M. A. Roselli (bm) John Harlan (cm)	Clarence R. Law..... Mary T. Schieck (cl)	Gordon Dixon
SANTA ANA..... 30,322	Journal (e) 5,133	.04	....	(I) (AP) (†) (2¢-50¢m-$1.35) (101)	Santa Ana Journal, Inc. E. F. Elfstrom, Pres. J. P. Scripps, Pub.	Ray W. Felton.....	Jack Ellwanger..... Frank Rogers (sp)	E. F. Elfstrom (bm). Ralph W. Frankis (cm)	T. R. Alvord..... Roy Wellman (cl)	H. M. Tedford
	Register (e) **11,929**	.07	....	(I-R) (UP) (3¢) (36-47)	Register Pub. Co., Ltd.	Mason Yould.....	Paul W. Neff.....	Loyal K. King..... C. H. Hoiles (bm) R. M. Conklin (cm)	J. K. Evans.....	.....
SANTA BARBARA 33,613	News (e) **9,556**	....	....	(I-D) (AP, UP, INS) (†) (J) (5¢-75¢m-$2.50) (47)	News-Press Pub. Co. T. M. Storke, Pres.-Pub.	T. M. Storke (e).... Harold D. Jacobs (m) Geo. W. Lynn (me-e)	H. E. McAllister (e). Leonard Swanson (m) Dick Kaime (sp-e) Ardle Pierce (sp-m) Margaret Ellison (Su)	T. M. Storke..... B. D. Lane (bm) Frank V. See (cm)	W. K. Chick..... C. A. Storke II (n) E. C. Turner (cl)	V. C. Manning Thad Sutton (j)
	Press (m) **6,320**	....	....	(I-R) (AP, UP, INS) (†) (J) (5¢-75¢m-$2.50) (47)						
	Combined daily (me) **15,876**	.085	....							
	Sunday edition (S) **14,424**	.085	....							
SANTA CRUZ.... 14,393	News (e) 3,425	.035	.035	(I-R) (AP, UP) (†) (5¢-25¢w, 60¢m-$2) (101)	E. J. Devlin & H. R. Judah	E. J. Devlin.....	Leon Rowland..... Ben Black (sp)	H. R. Judah..... Virgil V. May (cm)	Irving Smith..... H. R. Judah (n)	L. F. Kelly
	Sentinel (m) 3,391	.03	.03	(R) (AP, UP) (J) (5¢-60¢m) (47)	Sentinel Pub. Co.....	Fred McPherson, Jr. (me)	.....	F. D. McPherson....	Fred McPherson, Jr. (n)	E. W. Fields
	Sunday edition (S) 3,391	.03	.03							
SANTA MARIA... 7,138	Times (e) 2,672	.03	.03	(R) (UP) (J) (5¢-60¢m-$2) (101)	Ernest L. Peterson...	G. A. Martin.....	Marvin Tognazzini..	Ernest L. Peterson... J. H. Bowles (bm) Leo Kieran (cm)	N. A. Klink.....	Valentine Lotti L. C. Chappell (j)

(*Continued on page* 20)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SANTA MONICA 37,146	Outlook (e) **9,975**	.06	....	(I-R) (AP, UP) (†) (2¢) (101)	Santa Monica Pub. Co. S. G. McClure, Pres. R. E. McClure, V.P.	Charles S. Warren... Carl F. White	A. Fahlstedt..... Carl White, Jr. (sp)	J. D. Funk..... E. T. Linden (cm)	H. C. Boehme..... J. O. Holcomb (n) M. E. Burgess (cl)	Fred A. Harris
SANTA PAULA... 7,452	Chronicle (e) 1,733	.025	.025	(I) (UP) (mer) (J) (5¢-50¢m-$1.45) (101)	Chronicle Corp., Ltd. Braden Finch, Pres.	Braden Finch.....	Frank Orr.....	H. O. Bostwick, Jr. (bm) Dee Davis (cm)	Tom Burke..... Harry Bostwick (n) Mildred Coombs (cl)	C. O. Main
SANTA ROSA.... 10,636	Press-Democrat (m) 8,704	....	....	(D) (AP, UP, INS) (†) (J) (5¢-75¢m) (47)	E. L. Finley.....	E. L. Finley.....	Julian Mayar (m)... A. V. Napier (e) Arthur McKay (sp)	C. R. Lehman..... McBride Smith (cm)	Paul Johnson..... Stanley Powers (cl)	Grant Kellogg
	Republican (e) 2,552	.....	....	(R) (AP, UP, INS) (†) (J) (5¢-75¢m) (47)						
	Combined Daily (me) 11,256	.07	.064							
	Sunday edition (S) 8,704	....	....							
	Evening & Sunday (eS)	.07	.064							
STOCKTON..... 47,963	Independent (m) 7,192	.045	.03	(R) (UP) (†) (J) (5¢-50¢m-$2.50) (101)	Franklin O. Schroeder	Sam Jackson (me)...	Wm. Trivelpiece..... Joe Capuro (sp)	F. O. Schroeder..... Ben Sykes (cm)	John F. Montgomery. Faye Silver (n) Don Cameron (cl)	Steve James
	Sunday edition (S) 7,192	.045	.03							
	Record (e) **20,637**	.08	....	(I) (AP, UP, INS) (mer) (†) (5¢-75¢m-$2) (149)	Irving Martin.....	Irving Martin..... Philip C. Beaton	Earle Edmiston..... John Peri (sp)	Irving Martin..... L. V. Peterson (bm) L. Hildebrand (cm)	Ross Williams..... C. Diffinderfer (cl)	Herman Schaede (foreman)
SUSANVILLE..... 1,358	Lassen Advocate (e) 2,136	.03	....	(5¢) (148).....	Ross Draper.....	Norris C. Mills.....	.....	.....	.....	.....
TAFT..... 3,442	Midway Driller (e) 3,490	.03	.03	(I) (AP) (J) (5¢) (148)	Midway Driller Pub. Co., Inc. A. M. Keene, Pres..	A. M. Keene..... E. W. Callander	Walter Keene.....	J. D. Peterson..... Ann Gaughan (cm)	J. D. Peterson.....	.....
TULARE..... 6,207	Advance-Register (e) 1,793	.03	.03	(I) (UP) (J) (5¢-50¢m) (101)	Percy M. Whiteside..	R. L. Whiteside.....	.....	Percy Whiteside..... Maude Veatch (cm)	E. J. Bodine..... H. Riley (cl)	M. E. Jones
	Times (m) 1,872	.03	.03	(I) (UP) (J) (5¢-50¢m) (101)	Percy M. Whiteside..	Percy M. Whiteside..	J. S. Carter..... M. Dunwoodie (Su)	Percy M. Whiteside.. M. Veatch (cm)	Charles Abbott.....	W. H. Totten M. E. Jones (j)
	Sunday edition (S) 1,872	.03	.03							
TURLOCK..... 4,276	Journal (e) 2,391	.035	....	(I) (UP) (J) (2¢-10¢w, 50¢m-$1) (101)	W. Clifford McDowell	Jack S. MacDowell (me)	Thos. F. Barnby.... E. F. Jacobson (sp)	W. C. McDowell(bm) Geo. W. Rutherford (cm)	Ernest L. Johnson... H. Harding (cl)	Einar Johnson Lincoln Bailey (j)
VALLEJO..... 14,476 20,000 (1935 Est.)	Chronicle (e) **3,780x**	....	....	(D) (UP) (J) (5¢-75¢m) (101)	Luther E. Gibson....	Luther E. Gibson.... Orvin B. Gaston	W. H. Homan (m)... A. M. Richards, Jr. (e) Harry DeBolt (sp)	Wm. V. Barnes (bm). Robert Burton (cm)	Don H. Stevens.....	Leonard Laing
	Times-Herald (m) **4,396x**	....	....							
	Combined Daily (me) **8,176x**	.055	.029							
	Sunday edition (S) **4,430x**	....	....							
	Evening & Sunday (eS)	.055	.029							
	News (e) 1,825	.025	.018	(R) (J) (2¢-$1) (47).	George Roe & Wm. Hely	George Roe.....	William Stevens.....	Chas. B. Dunham(cm)	Robert Oliver.....	William Hely
VENTURA..... 11,603	County Star (e) **5,338**	.045	....	(I) (UP) (†) (3¢-12¢w, 50¢m-$1.67) (101)	Ventura County Star, Inc. Roy Pinkerton, Pres.	Roy Pinkerton..... Ned Thomas	Fred H. Jenkins..... Tom Hennion (sp)	E. F. Elfstrom..... Harry Green (bm) Keith Hammond (cm)	Harry Green.....	H. E. Robinson, Jr.
	Free Press (e) 3,041	.045	.035	(R) (AP) (mer) (†) (J) (3¢-50¢m-$2) (47)	E. B. Clancy.....	E. B. Clancy.....	Stanley Turner..... John Featherstone(sp)	Jack Davis (cm).....	Robert Burns..... Wm. Griffin, Jr. (cl)	Ben Smith Tom Hardeman (j)
VISALIA..... 7,263	Times-Delta (e) 2,784	.035	.024	(I) (UP) (mer) (J) (5¢-60¢m) (101)	Visalia Pub. Co..... C. A. Whitmore, Pres.	C. A. Whitmore.....	Click Relander..... Wm. Waugh (sp)	M. M. Maddox..... R. I. Embleton (cm)	Arch Nichols..... M. M. Maddox (n) Marian Star (cl)	John H. Ward H. E. Simerly (j)
WATSONVILLE.. 8,344 10,000 (1935 Est.)	Pajaronian (e) 2,327	....	....	(I-R) (AP, UP) (J) (5¢-50¢m-$2.50) (101)	F. W. Atkinson.....	F. W. Atkinson.....	E. W. Slusser (e).... Howard Sheerin (m) Ralph Salaser (sp)	F. W. Atkinson..... Nelson Lamson (cm)	Victor P. Reich..... C. R. Fye (n)	J. R. Turner W. J. Dickey (j)
	Register (m) 2,278	....	....							
	Combined daily (me) 4,605	.045	.045							
	Sunday edition (S) 2,278	....	....							
	Evening & Sunday (eS)	.045	.045							
WHITTIER..... 14,808	News (e) 3,860	.04	....	(I) (UP) (3¢-50¢m) (101)	Jno. F. D. Aué.....	R. B. Kennedy.....	.....	Jno. F. D. Aué.....	Wm. Cathriner..... Jno. F. D. Aué (n)	.....
WILLOWS..... 2,024	Journal (e) 1,692	.025	....	(I) (UP) (J) (5¢) (101)	Ed. M. Sehorn.....	Ed. M. Sehorn.....	.....	C. O. McDonnell.... J. T. Smith (cm)	C. O. McDonnell....	R. T. Crawford
WILMINGTON... 15,000	Journal (e) 5,743	.03	.03	(I) (INS) (2¢) (none)	R. F. Bowers.....	R. F. Bowers.....	M. Kimbrell..... John Mills (sp)	R. F. Bowers (bm)... R. P. Allen (cm)	C. J. Martin.....	.....
	Press (e) 5,737	.04	.035	(I-D) (UP) (J) (2¢-40¢m-$1) (47)	Claude P. Roberts...	C. A. Roberts..... C. P. Roberts	C. A. Roberts..... P. G. Roberts (sp)	C. P. Roberts..... W. R. Earl (cm)	G. W. Gross..... Jack Roberts (cl)	Pres. Roberts
WOODLAND..... 5,542	Democrat (e) **2,013**	.036	....	(I) (INS) (J) (5¢-65¢m) (148)	Ed. E. Leake Pub. Co. P. R. Leake, Pres.	Paul R. Leake.....	Clifton Frisbie..... Jay Sehorn (sp)	Paul R. Leake..... T. R. Jaques (cm)	Helen M. Gomez....	Harry Orser J. Q. Heyder (j)
	Mail of Woodland (e) 1,002	.035	....	(R) (UP) (J) (5¢) (101)	Eugene C. Stowe....	.....	Walter M. Barrett...	E. C. Stowe.....	.....	E. B. Smith

COLORADO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMOSA..... 5,107	Courier (e) 2,382	.03	.03	(I) (UP) (J) (5¢-30¢m) (119)	Alamosa Courier, Inc. Ellen K. Dier, V. P. John L. Dier, Treas.	John L. Dier.....	Alex McKinney.....	Glen Gant (cm).....	Wm. A. Dier.....	L. Meyer
BOULDER 11,223	Camera (e) **3,315**	.04	....	(I) (AP) (J) (61)...	Boulder Pub., Inc.... L. C. Paddock, Pres.	L. C. Paddock..... A. A. Paddock	R. C. Looney.....	L. C. Paddock..... L. P. Monroe (cm)	George B. Morgan... Rosena Hall (cl)	W. P. Guild
CANON CITY.... 5,982	Record (e) 1,895	.025	.025	(R) (UP) (J) (5¢-50¢m-$2.50) (none)	Guy U. Hardy.....	Guy U. Hardy.....	Lucile Norton..... Wilbur Little (sp)	J. Leo Sterling (bm). J. H. Putney (cm)	J. Leo Sterling..... Rea Copp (cl)	W. A. Johnson
COLORADO SPRINGS 33,237	Gazette (m) **5,037**	....	....	(I) (AP, UP) (‡) (5¢d - 3¢S - 20¢ - $1.50,d $3S) (76)	Gazette & Telegraph Co. C. C. Hamlin, Pub.-Pres.	C. C. Hamlin..... T. E. Nowels	T.W. Ross (news-dir.)	T E. Nowels..... R. E. Mohler (cm)..	H. Garnett..... R. H. Wardwell (n) A. M. Barr (cl)	R. E. Foster
	Telegram (e) **7,577**	....	....							
	Combined daily (me) **12,914**	.08	.07							
	Sunday Gazette-Telegraph (S) **12,007**	.08	....							
CRIPPLE CREEK 1,427	Times-Record (e) 1,032	.025	....	(I) (none).....	Times Co.....	.....	.....	.....	.....	.....
DELTA..... 2,938	Independent (e) 1,150	.026	....	(I-R) (UP) (J) (41).	.....	Ayshford Tyler.....	.....	Norris Ryder (bm)... J. M. Addington (cm)	Norris Ryder.....	.....
DENVER..... 287,861	Post (e) **154,335**	.30	.23	(I) (AP, UP, INS, US,CT, NYT) (*S) (†) (3¢d, 10¢S-$1.00m) (86)	W. C. Shepherd.....	Edward C. Day.....	Jas. Hale..... Poss Parsons (sp) Jas. E. Lee (Su)	F. W. Bonfils (bm).. A. Benjamin (cm)	F. I. Carruthers..... Elmer Strain (n) Chas. Maloney (cl)	F. W. Bonfils
	Sunday edition (S) **307,181**	.50	.28							
	Rocky Mtn. News (m) **38,285**	.16	.11	(I) (UP, AP) (†) (3¢d, 10¢S-$1m) (129)	Denver Pub. Co..... M. F. Riblett, Pres.	Chas. E. Lounsbury. Joseph McMeel	Max Greeley..... Chester Nelson (sp)	M. F. Riblett (bm).. Robert Boyd (cm)	Con Hecker (n)..... Grosse Smith (cl)	L. Snyder
	Sunday edition (S) **44,978**	.20	.13							

(*Continued on page* 21)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

COLORADO (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DURANGO 5,408	Herald-Democrat (e) 3,203	.03	.025	(I) (AP, UP) (J) (5¢-15¢w, 60¢m-$2.50) (26)	Herald Pub. Co. J. H. McDevitt, Pres.	J. H. McDevitt	Katherine Segerberg	J. H. McDevitt W. L. Sanders (cm)	Albert Wood Doris M. Wilson (n) Louisa McKean (cl)	M. Bates
FLORENCE 2,475	Citizen (e) 1,205	.025	....	(I) (UP) (J) (26)	Florence Citizen, Inc. Milton H. Booth, Pub.	Milton H. Booth	F. E. Morrissey	Milton H. Booth Lewis E. Hubka (bm)		
FT. COLLINS 11,480	Express-Courier (e) **4,126** Sunday edition (S) **4,164**	.04 .04	.04 .04	(I-R) (AP) (mer) (5¢-15¢w, 65¢m) (61)	Express-Courier Pub. Co. A. G. Hill, Pub.-Pres.	Alfred G. Hill	Ralph Portridge Marwin Russell (sp)	Oscar B. Syester (bm) J. L. Peasley (cm)	Frank Coffel Ruth Schureman (n)	T. L. Hofgood
FT. MORGAN 4,433	Times (e) 2,170	.03	.025	(R) (AP) (J) (5¢-15¢w, 40¢m) (41)	Times Pub. Co. R. B. Spencer, Pub.	R. B. Spencer	Murlin B. Spencer R. W. Spencer (sp)	R. B. Spencer R. W. Spencer (bm)	R. W. Spencer Marian Spencer (cl)	P. P. Whipple
GRAND JUNCTION 10,247	Sentinel (e) **6,079** Sunday edition (S) **6,122**	.05 .05	.036 .036	(I-D) (AP) (J) (5¢-50¢m) (15a-61-96a)	Walter Walker	Walter Walker	Frank H. Reeds Preston Walker (sp)	Walter Walker J. H. Dodson (cm)	F. A. Hoisington	F. A. Hoisington P. M. Petersen (j)
GREELEY 12,303	Tribune (m) **2,129** Tribune (e) **3,028** Combined daily (me) **5,157**	....	....	(R) (AP) (J) (5¢-40¢m-$2.) (61)	Tribune-Republican Pub. Co. Chas. Hansen, Pub.-Pres.	F. E. Merrill Chas. Hansen	F. E. Merrill Ralph Johnston (sp)	Chas. Hansen J. V. Bunker (bm) Martha Brayton (cm)	F. P. Matthews Clee Robinson (cl)	J. D. Cummins
LA JUNTA 7,108	Democrat (e) 1,100	.021	....	(D) (UP) (J) (none)	Democrat Pub. Co. James B. Pearce, Pres.	James B. Pearce	James A. Sevitz	Jas. B. Pearce	C. O. Echols, Jr.	I. B. Johnson
LAMAR 4,233	News (e) **2,250**	.03	....	(I-D) (UP) (J) (5¢-10¢w, 35¢m) (74)	Bets. Pub. Co., Inc. Fred M. Betz, Pres.	Fred M. Betz Irene Bohl	Grace J. M. Speckman J. Walter Field (sp)	Fred M. Betz O. L. Shade (bm)	O. L. Shade F. M. Betz (n)	Carl G. De Tar Winifred Hodgson (j)
	Sparks (m) **2,816** Sunday edition (S) **2,831**	.03 .03	....	(D) (AP) (J) (26-140-13)	Sparks Pub. Co. C. Maxwell, Pres.	B. M. Meador		B. M. Meador (bm)	D. E. Dowden	
LEADVILLE 4,771	Herald Democrat (e) 3,223	.025	....	(I) (AP) (J) (74)	H. C. Butler	H. C. Butler		H. C. Butler (bm)		B. L. Hibschle
LONGMONT 6,039	Times-Call (e)	.025	....	(I) (AP) (UP) (J) (none)	Times-Call Pub. Co. Ray Lanyon, Pres.	Ray Lanyon		Ray Lanyon		
LOVELAND 3,806	Reporter-Herald (e) 1,920	.025	.025	(I) (UP) (J) (5¢-15¢w, 50¢m-$2.50) (26-140)	R. H. Ball & R. L. Etter	R. J. Ball	Phil Berg	R. L. Etter, Jr. (bm) R. W. Ball (cm)	R. L. Etter, Jr. E. McColeman (cl)	R. W. Ball H. Crawford (j)
MONTROSE 2,966	Press (e) 3,089	.03	.03	(I-R) (UP) (†) (J) (5¢) (41)	Press Ptg. Co. C. E. Adams, Pres.	C. E. Adams	W. F. Wilcox J. M. Addington (cp)	C. E. Adams J. M. Addington (cm)	E. L. Milner	Homer Phillips
PUEBLO 33,096	Chieftain (m) **7,979** Star-Journal (e) **11,581** Combined daily (me) **19,560** Sunday edition (S) **20,962**	.... .09 .09	....	(I) (AP, UP) (mer) (†) (3¢-15¢w, 65¢m-$2) (119-140)	Star-Journal Pub. Co. Frank S. Hoag, Pub.-Pres.	Frank S. Hoag F. S. Hoag, Jr. (asso)	Howard Miller (m) Ralph C. Taylor (e) Geo. Newton (sp-m) Ed Orazun (sp-e)	Frank S. Hoag F. S. Hoag, Jr. (bm) D. F. Steele (cm)	Roddy C. Reeves G. Roy (n) Paul Benko (cl)	
STERLING 7,195	Advocate (e) 6,211	.04	....	(I) (AP) (J) (119-140-140)	J. J. Woodring	A. M. Biggerstaff J. J. Woodring	Edward Battles	J. J. Woodring J. W. Woodring (cm)	Meritt Lewis	C. E. Haynes
TRINIDAD 11,732	Chronicle-News (e) 3,700	.04	.03	(I) (AP) (J) (5¢) (119-140)	Chronicle-News Pub. Co. R. P. McClung, Pres.	F. E. Winsor	J. M. O'Connor (sp)	J. G. Wheeler (bm) R. P. McClung (cm)	J. G. Wheeler F. Ward (cl)	Martin Bersano T. R. Barnett (j)
	Light (m) 3,210	.035	....	(I) (1¢d, 5¢w, 20¢m) (26)	Morning Light Pub. Co.	A. W. Wright	A. W. Wright D. Verdaglio (sp)	E. L. Maio P. De Chiles (cm)	J. R. Havill	S. R. Maio
WALSENBURG 3,933	World-Independent (e) 1,433	.03	.025	(I) (AP) (J) (3¢-25¢m-$1.00) (26)	Consolidated Pub. Co. J. M. Kirkpatrick, Pub. T. M. Hudson, Pres.	William M. Thach	Tom Solomon (sp)	John B. Kirkpatrick Mrs. Frank Hulsey (cm)		J. Dinise

(*Continued on page 22*)

THE CANONS OF JOURNALISM

Ethical Rules Adopted by the American Society of Newspaper Editors on April 28, 1923, and Since Endorsed by Many State Associations and Other Groups of Journalists

THE primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence of knowledge and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism, these canons are set forth:

(1) RESPONSIBILITY—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

(2) FREEDOM OF THE PRESS—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

(3) INDEPENDENCE—Freedom from all obligations except that of fidelity to the public interest is vital.

A. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantation of the claims to value as news, both in form and substance.

B. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

(4) SINCERITY, TRUTHFULNESS, ACCURACY—Good faith with the reader is the foundation of all journalism worthy of the name.

A. By every consideration of good faith, a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness, or accuracy within its control, or failure to obtain command of these essential qualities.

B. Headlines should be fully warranted by the contents of the articles which they surmount.

(5) IMPARTIALITY—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

(6) FAIR PLAY—A newspaper should not publish unofficial charges affecting reputation or moral character, without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

A. A newspaper should not invade rights of private feelings without sure warrant of public right as distinguished from public curiosity.

B. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

(7) DECENCY—A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CONNECTICUT

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANSONIA 18,898 47,698 (City Zone)	Sentinel (e) 7,195	.05	.04	(I-R) (AP) (J) (3¢-15¢w, $1.50) (76)	H. F. Emerson, Pres.-Pub.	A. S. Jones H. F. Emerson	C. J. Asimus	H. F. Emerson	L. L. Desaulniers	H. F. Emerson
BRIDGEPORT 146,716 183,146 (ABC City)	Herald (S) 52,368	.20	.14	(I) (INS) (J) (10¢-8¢w) (69)	Herald Corp. L. Danenberg, Pres.	Leigh Danenberg H. I. Comstock	A. G. Jackson Robt. Wilson (sp)	Leigh Danenberg W. G. Davis (bm) H. J. Rosen (cm)	A. J. Miller Estelle Stern (cl)	Harold Buckley
	Post (e) 36,674	....	....	(I) (AP) (mer) (†) (2¢-5¢-12¢dw) (14)	Post Pub. Co. E. Flicker, Pres.-Pub.	Geo. C. Waldo L. J. Reilly		Ed Flicker T. A. D. Weaver (bm) S. N. Roseff (cm)	Donald Leonard L. R. Breen (n) A. J. Carrano (cl)	
	Telegram (m) 13,435	....	....							
	Combined daily (me) 50,109	.125	.115							
	Sunday edition (S) 22,291	.08	.07							
	Times-Star (e) 30,001	.08	.065	(I) (UP), AP) (2¢-12¢w, 50¢cm, $1) (108)	Times-Star Pub. Co. H. D. Bradley, Pres.-Pub.	James L. McGovern. H. D. Bradley	Edward Maum Jack O'Brien (sp)	Henry D. Bradley Wm. H. Shelton (cm)	W. J. Montague J. H. Goetz (n) E. G. Osterhoudt (cl)	W. A. Jephcote
BRISTOL 28,451	Press (e) 5,771	.03	.021	(I-R) (J) (2¢-7½¢w, $1.25) (40)	Arthur S. Barnes	Wallace H. Miller A. S. Barnes	Thos. A. Tracy Jos. F. Sexton (sp)	A. S. Barnes F. K. Swales (cm)	Fred K. Swales Ida Reich (cl)	E. Gordon Stocks
DANBURY 22,261	News-Times (e) 9,520	.05	.025	(I) (AP) (3¢-18¢w, 75¢m, $2) (40)	News-Times Co. Inc. F. H. Lee, Pres.	Frank P. Rollins	Eugene Smith (sp)	C. F. Stevens (bm) F. S. Stevens (cm)	C. F. Stevens	Wm. J. Stevens
GREENWICH 33,112	News-Graphic (e) 2,116	.03	....	(I) (UP) (J) (3¢-15¢, 75¢, $2) (37)	Greenwich Pub. Co. L. Blackwood, Pres.	John Rodemeyer M. E. Haggerty	Payson Jones Geo. Slavin	M. E. Haggerty J. Wheatley (cm)	M. E. Haggerty Thos. Lavolsi (cl)	J. Hunderhark
HARTFORD 164,072	Courant (m) 38,045x	.10	.08	(R) (AP, NANA) (*S) (J) (3¢d) 10¢S-18¢w, $2d, $7.50S) (56)	Henry H. Conland	Maurice S. Sherman Geo. B. Armstead	J. R. Reitemeyer Albert W. Keane (sp) H. V. Anderson (Su)	H. H. Conland P. Fred. Viets (cm)	Jos. W. Thurston J. H. Murray (cl)	
	Sunday edition (S) 60,155x	.15	.13							
	Times (e) 57,587x	.17	.12	(I-D) (AP, UP) (†) 3¢-18¢w, 67¢m, $2) (92)	John F. Rolfe	Chas. C. Hemenway. Ward Duffy	Max Farber Arthur McGraley (sp)	Francis S. Murphy Norman Johnson (cm)	Francis S. Murphy R. C. Wardner (n) Paul Fichtner (cl)	Bernard Garrity
MANCHESTER 21,873	Herald (e) 4,923	.035	.035	(R) (AP) (3¢-18¢, 72¢) (96)	Herald Ptg. Co., Inc. Thos. Ferguson, Prs.	Thos. Ferguson R. H. Ferguson	R. H. Ferguson Erik M. Modean (sp)	Thos. Ferguson R. H. Ferguson (cm)	Leon A. Thorn	F. Hartenstein
MERIDEN 38,481	Journal (e) 6,452	.035	....	(I) (AP) (3¢) (96)	Journal Pub. Co. F. E. Sands, Pres.	F. E. Sands Walter Allen	James H. Moran Samuel Cohen (sp)	C. H. Tryon (bm) T. J. Maroney (cm)	S. H. Wendover C. H. Tryon (n)	
	Record (m) 8,419	.035	.035	(I) (AP) (3¢-18¢w, 78¢m, $2) (56)	Republican Pub. Co. T. H. Warnock, Pres.	Thos. H. Warnock	Hugh J. Lee Clifford Burton (sp)	Wayne C. Smith A. E. Owen (cm)	Wayne C. Smith H. Wallace Lee (cl)	A. Barton Steele
MIDDLETOWN 24,554 31,798 (City Zone)	Press (e) 9,779	.035	....	(I) (UP) (2¢-12¢w, $1) (2¢) (96)	Press Pub. Co. Elmer S. Hubbell. Pres.	Fred N. Smith	E. A. V. Gustafson (sp)	E. D. McNulty (bm) Earl Alquist (cm)	Nelson S. Demers	D. L. Stevens
NAUGATUCK 14,315	News (e) 5,071	.035	....	(I) (UP) (J) (3¢) (40)	News Co., Inc. C. L. Klein, Pres.	C. J. Baxter E. J. Ahern	John J. Daly	E. J. Ahern Dan Whalen (cm)	J. F. Smith	Geo. Kelly
NEW BRITAIN 68,128	Herald (e) 15,463x	.08	.055	(I) (AP, UP) (†) (3¢-18¢w, 75¢m, $2) (4-104)	Herald Pub. Co. Mrs. R. J. Vance, Pres. Johnstone Vance, Pub.	Johnstone Vance	A. E. McEvoy Gerald P. Crean (sp)	R. C. Vance (bm) E. A. Griswold (cm)	M. J. Smith D. Anderson (n) E. Glastetter (cl)	Geo. Lawson
NEW HAVEN 162,655	Journal-Courier (m) 20,859x	.07	.06	(I) (AP) (3¢-18¢w, 75¢m, $2) (96)	Carrington Pub. Co. L. H. English, Pres. A. J. Pease, Pub.	Chas. P. Ives Arthur J. Sloane	Karl J. Dalquist Wm. M. Harding (sp)	E. B. Harvey (bm) F. H. Bruening (cm)	Michael H. Wren John Yaeger (cl)	
	Register (e) 61,389	.15	....	(I) (AP, NANA) (2¢d, 8¢S) (96)	John Day Jackson	John Day Jackson Roger A. Connolly	A. H. Marshall D. F. Mulvey (sp) Frank H. Smith (Su)	W. H. Cullum (asst. to pub.) W. B. Mills (cm)	G. R. Gould (adv. dir.) Ralph H. Watts (n) L. B. Robinson (cl)	Walter F. Walsh
	Sunday edition (S) 61,389	.15	....							
NEW LONDON 29,640	Day (e) 14,672x	.06	.05	(I-R) (AP) (3¢-18¢w, $2) (56)	Day Pub. Co. T. Bodenwein, Pres.-Pub.	Geo. E. Clapp	Alfred Ligourie John DeGauge (sp)	O. G. Andrews J. H. Shea, Jr. (cm)	Chas. J. O'Connor O. G. Andrews (n)	
NORWALK 36,019	Hour (e) 7,577	.045	.045	(I) (AP) (3¢-24¢w, $2.25) (37)	Hour Pub. Co. Nellie M. Thomas, Pres.	Sidney A. Bedient	D. A. Morrissey W. Williams (sp)	Chas. E. Kellogg	Anna H. Backus	
	South Norwalk Sentinel (e) 6,537	.04	....	(I) (INS, UP) (†) (3¢-21¢w, 84¢m, $2.) (96)	Sentinel Pub. Co. W. P. Milligan, Pub.	W. P. Milligan Leroy D. Downs	Cecil Bridge	W. P. Milligan Louis Harwood (cm)	E. R. Snell M. Taylor (n) J. Caney (cl)	R. Booth
NORWICH 23,021	Bulletin (m) 14,680	....	....	(R) (AP) (J) (2¢-12¢w, $1.33) (none) (I-D) (AP) (J) (2¢d, 5¢S-10¢w, $1.25d, $2S) (none)	Bulletin Co. C. D. Noyes, Pres.	Harvey M. Briggs	C. F. Whitney (m) M. E. Standish (sp-m) John D. Moulton (e) J. V. Redace (sp-e) H. M. Briggs (Su)	Wm. H. Oat S. P. Coffey (cm)	Wm. H. Oat	Herbert M. Booth Reginald Pardy (j)
	Record (e) 4,503	....	....							
	Combined daily (me) 19,183	.07	.07							
	Sunday edition (S)	.....								
	Morning & Sunday (ms)	.07	.07							
STAMFORD 46,346 56,765 (City Zone)	Advocate (e) 11,194	.055	.039	(R) (AP) (J) (3¢-20¢w, 86¢m-$2) (96)	Gillespie Bros., Inc. S. W. Gillespie, Pres. R. H. Gillespie, Pub.	R. H. Gillespie Martin T. Kane	E. R. McCullough T. Carter Dodd (sp)	R. H. Gillespie H. C. McKeon (cm)	E. W. Davis Verne T. Cozen (cl)	S. W. Gillespie
TORRINGTON 26,040	Register (e) 6,577	.035	.029	(R) (AP) (mer) (J) (3¢-12¢w) (96)	Torrington Ptg. Co. Geo. W. Peterson, Pub.	Geo. W. Peterson J. H. Thompson, asst.	H. W. Knickerbocker W. Gisselbrecht (sp)	Geo. W. Peterson J. W. Peterson, Asst.	James W. Peterson Anna Bilodeau (n) Louise Hornfischer (cl)	James W. Peterson
WATERBURY 99,902 104,736 (City Zone)	Democrat (e) 11,032	.045	.045	(I-D) (UP) (J) (3¢-18¢w, 75¢m-$2) (96)	E. Vincent Maloney	E. Vincent Maloney Cornelius Maloney	Wm. Farrington John Cluney (sp)	E. Vincent Maloney John A. Hayden (bm) Peter B. Lynch (cm)	Harry DeVorken Henry Dowling (n) John Hahn (cl)	Henry White (j)
	American (e) 15,943	....	....	(I-R) (AP) (†) (3¢-18¢w, 75¢m-$2) (56)	American-Republican, Inc. Wm. J. Pape, Pres.-Pub.	E. R. Stevenson B. Getsinger (me-e)	R. Fanning (e) R. Slator (m) J. C. Kelley (sp-e) Wm. O'Donnell (sp-m) Howard Smith (Su)	J. H. Darcey W. B. Pape (bm) J. C. Rowett (cm)	R. M. Hennick E. J. Frey (n) L. Kenney (cl)	Geo. Benjamin B. H. Dupuy
	Republican (m) 14,472	....	....	(I-R) (AP) (†) (3¢-18¢w, 75¢m-$2) (56)						
	Combined daily (me) 30,415	.10	.09							
	Sunday edition (S) 18,151	....	....	(10¢)						
	Evening & Sunday (ES)	.10	.09							
WILLIMANTIC 12,102	Chronicle (e) 3,250	.025	....	(I) (UP) (J) (3¢) (96)	Chronicle Ptg. Co. Mrs. H. B. Bullard, Pres.	Roy Downer John A. Keeffe		H. N. Bullard		J. F. Pickett
WINSTED 7,883	Citizen (e) 2,183	.02	.017	(I) (UP) (J) (3¢-12¢w) (104-4)	Citizen Ptg. Co. D. L. Vaill, Pres.	T. A. Haggerty	T. A. Haggerty	Theodore Vaill	Theodore Vaill	J. van A. Duyser Wm. Simmers (j)

(*Continued on page 24*)

WASHINGTON TIMES

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

DELAWARE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WILMINGTON... 106,597	Journal-Every Evening (m) **12,797**	....	....	(I) (AP) (2¢, 12¢w, 50¢m-$1.33, (137)	News-Journal Co.... C. H. TenWeeges, Pres.	Wm. Mapel (exec.ed) Chas. E. Gray (me-m) C. B. Hallam (me-e) (*Oper'g Committee)	Carl T. Wise (m).... Harris Samonisky (e) John J. Brady (sp-m) Benj. Greenstein (sp-e)	R. Sturman (cm)....	Albert L. Ingram.... Clarence J. Pyle (n) B. T. Brown (cl)	R. M. Maggin
	Morning News (e) **40,369**	....	....							
	Combined daily (me) **53,166**	.14	.11							
	(*Operating committee: C. H. TenWeeges, C. J. Pyle, Wm. F. Metten and Wm. Mapel)									
	Delmarva Star (S)	.06	....	(I) (UP) (J) (69)...	Star Pub. Co..... J. H. Martin, Pub.-Pres.	Joseph H. Martin....	.....	J. H. Martin, Jr. (bm) John B. France (cm)	.....	.....

DISTRICT OF COLUMBIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WASHINGTON... 486,869 521,886 (ABC City)	Herald (m) **108,195**	.20	....	(I) (US) (†) (3¢, 10¢S-10¢w, $2.20-$7.50S) (14)	Eleanor M. Patterson	Eleanor M. Patterson Michael W. Flynn	Charles G. Duffy.... Bernie Harter (sp) John Stone (Su)	Wm. C. Shelton (bm) H. Robinson (cm)	Walter J. Merrill.... F. C. Herzog (n) P. W. Perkinson (cl)	.....
	Sunday edition (S) **187,597**	.33	....							
	News (e) **74,609**	.18	.09	(I) (UP) (mer) (†) (3¢, 10¢w-$2.20) (129)	Washington Daily News Co. W.G.Chandler, Pres.	Lowell Mellett..... John T. O'Rourke	Ralph D. Palmer.... Rockford Riley (sp)	Howard Parish (bm). A. D. Wallace (cm)	Chas. L. Nicholson.. R. C. O'Donnell (cl)	T. R. DePrugh
	Post (m) **98,021**	.20	.18	(I) (UP, AP, WP) (*S) (†) (3¢, 5¢S, 15¢w-$2.20, $3.50S) (114-12)	Eugene Meyer.....	Felix Morley..... Alexander F. Jones	John J. Riseling..... Shirley Povich (sp) Laura Vitray (Su)	D. M. Bernard (bm). Harold Fenton (cm)	Aubrey C. Harris.... Richard L. Hobart (n) Regis O'Donnell (cl)	Wm. E. Becker
	Sunday edition (S) **99,916**	.20	.18							
	Star (e) **120,615**	.27	....	(I) (AP, NYHT, NANA) (*S) (†) (2¢, 5¢S, 15¢w, 60¢m-$1.50, $3.50) (25-87-96B)	Star Newspaper Corp. Frank B. Noyes, Pres.	Theodore W. Noyes.. Oliver O. Kuhn B. M. McKelway (news)	Herbert Corn..... Denman Thompson (sp) Hudson Grunewald (Su)	Fleming Newbold (bm) S. H. Kauffmann (asst.bm) Wm. Galt Burns (cm)	Col. Leroy W. Herron NevilleD. Miller (cl)	Chas. H. Ruth
	Sunday edition (S) **128,361**	.27	....							
	Times (e) **116,610**	.22	....	(I) (INS, US) (†) (65)	American Newspapers, Inc. W. R. Hearst, Pres. A. G. Newmyer, Pub.	J. J. Fitzpatrick (me)	Frank Smith.....	C. Dorsey Warfield.. W. C. Shelton (cm)	J. Leo Sugrue (n)....	.....

FLORIDA

NOTE—Florida state census, 1935, used for population unless otherwise noted.

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BARTOW..... 5,885	Polk County Record (e) 1,500	.029	....	(D) (AP) (J) (55)..	Mrs. J. G. Gallemore & R. T. Gallemore	R. T. Gallemore.....	.....	R. T. Gallemore (bm) C. Frazier (cm)	W. N. Space (n).....	.....
BRADENTON.... 6,139	Herald (e) 3,208	.04	.036	(D) (AP) (5¢-20¢w, 85¢m- $2.50) (15)	Bradenton Herald Co. A. H. Chapman, Pub.-Pres.	I. F. Cates.....	L. F. Finney..... J. B. Chesire (sp) I. F. Cates (Su)	A. H. Chapman..... P. M. Derrick (bm) H. T. Cooper (cm)	P. M. Derrick..... D. L. Chapman (cl)	C. A. Brasch J. A. Terrell (j)
	Sunday edition (S) 3,208	.04	....							
CLEARWATER... 9,044	Sun (e) 3,112	.035	....	(D) (AP) (5¢-15¢w, 60¢m) (74)	Clearwater Pub. Co.. Victor H. Morgan, Pub.-Pres.	Victor H. Morgan... Wayne C. Oliver	Milton Plumb..... Paul H. Wilder (sp)	Victor H. Morgan... W. Paul Harris (bm) M. E. Mandeville (cm)	W. Paul Harris..... S. E. Beatty (cl)	J. C. Gore
	Sunday edition (S) 3,112	.035	....							
DAYTONA BEACH 20,000	News-Journal (e) **5,737**	.06	.05	(I) (AP) (5¢-14¢w- $2.50) (17)	News-Journal Corp.. Julius Davidson, Pres.	Herbert M. Davidson	Cecil Eastman (news) Neil Pooser (sp)	Julius Davidson..... Maurice J. Seed (cm)	Warren E. Burkley.. Mrs. Mae R. Frellson (cl)	F. Brasier
	Sunday edition (S) **5,728**	.06	.05							
	Sun-Record (m) **3,164**	.04	.035	(D) (UP) (5¢-15¢w, 60¢m-$2.50) (74)	Sun Record Co..... R. H. Gore, Pres.	E. E. Naugle.....	E. T. Townsend..... Bernard Kahn (sp)	E. E. Naugle..... Wm. Haslinger (cm)	Grace E. Conboy.... Irene Sentell (cl)	S. W. Beckett
	Sunday edition (S) **3,210**	.04	....							
DELAND..... 6,241	Sun News (e) 3,180	.04	....	(D) (UP) (74).....	Deland Pub. Co..... R. H. Gore, Pres. E. B. Kirk, Pub.	Stanley Culp.....	.....	W. T. Lipfert (bm)..	Charles A. Walker...	F. L. Inman
FT. LAUDERDALE 9,222	News & Sentinel (e) 4,768	.04	....	(I-D) (AP) (J) (5¢-15¢w-$2) (74)	Gore Pub. Co..... J. W. Dickey, Pub. R. H. Gore, Pres.	Arnold Heidt.....	Arnold Heidt..... Carl Olander (sp)	J. W. Dickey (bm)... Robt. Marshall (cm)	Harry Brown.....	Paul Bundy (j)
FT. MYERS..... 10,312	News-Press (m) 4,137	.04	....	(D) (AP) (none)...	News-Press Pub. Co. Barron Collier, Pres.	Carl Hanton.....	Ronald Halgrim..... R. Daughtrey (sp)	Carl Hanton..... C. F. Perry (bm) J. W. Analey (cm)	J. A. Analey (n).....	.....
	Sunday edition (S) 4,137	.04	....							
FT. PIERCE..... 6,376	News-Tribune (e) 2,365	.035	.035	(I) (AP) (J) (5¢-20¢w, 80¢m-$1.50) (55)	News-Tribune, Inc... Paul G. Enns, Pub.-Pres.	H. B. Moore (me)...	C. S. Miley.....	Paul G. Enns (bm).. Al Wilson (cm)	H. C. Enns.....	J. C. Stoddard
	Sunday edition (S) 2,750	.035	....							
GAINESVILLE... 12,274	Sun (e) 3,010	.03	....	(D) (AP) (J) (5¢-15¢w, 60¢m) (55)	Pepper Ptg. Co..... W. M. Pepper, Sr.	W. M. Pepper..... R. R. Beard	L. W. Barnhill..... Earl Blue (sp)	L. M. Shannon (bm). Earl Blue (cm)	L. L. Beall.....	R. B. Beard G. W. Welch (j)
	Sunday edition (S) 3,010	.03	....							
JACKSONVILLE.. 146,259	Fla. Times-Union (m) **61,535**	.13	.11	(I-D) (AP), UP) (†) (5¢-20¢w, 85¢m) (123)	Florida Pub. Co.....	W. M. Ball..... P. M. Ball	.....	J. M. Elliott (bm)...	W. B. Goodloe (n).....	.....
	Sunday edition (S) **66,979**	.11	.16							
	Journal (e) **35,766**	.11	....	(D) (AP) (†) (5¢-15¢w, 65¢m, $3) (76)	Metropolis Co..... John H. Perry, Pub.-Pres.	Gold B. Sanders..... Harold S. Cohn	Boyce Taylor..... Walter Lynch (sp)	W. N. Perry..... Fred M. Grim (cm)	F. P. Beddow..... Dan McNeil (n) C. W. Yeager (cl)	R. N. Dow
KEY WEST..... 12,320	Citizen (e) 1,205	.03	.035	(D) (AP) (J) (5¢-20cw, 85¢m, $3,) (none)	Citizen Pub. Co..... L. P. Artman, Pub.-Pres.	L. P. Artman.....	Leonard B. Grillon... Pedro Aguliar (sp)	L. P. Artman..... Joe Allen (bm)	Joe Allen..... Jennie B. DeBoer (n)	C. P. Curry
	Over Sea Sunday Star (S)	.02	.02	(I-D) (5¢-2½¢w, $2.50) (none)	Monroe Co. Ptg. Co.. L. P. Artman, Pres.	Stephen C. Singleton.	S. C. Singleton.....	S. C. Singleton.....	S. C. Singleton.....	.....
LAKELAND..... 31,017	Ledger & Star-Telegram (e) **6,475**	.05	.05	(D) (AP) (5¢-15¢w, 65¢m, $2.50) (18)	Ledger Pub. Co., Inc. S. H. Farabee, Pres.	S. H. Farabee..... E. P. Thomas	S. H. Farabee..... K. Trolle (sp)	Jay C. Smith..... A. W. Smith (cm)	D. M. Murphy..... R. B. Floyd (cl)	A. J. Trusk
	Sunday edition (S) **6,654**	.05	.05							
	News (m)	.025	....	(D) (UP) (J) (5¢-$3) (55)	Lynn W. Bloom.....	Lynn W. Bloom..... W. E. Bradley	Dorothy Littler..... Hal Register (sp)	Lynn W. Bloom..... Thos. R. Bloom (bm) Hal Register (cm)	W. E. Bradley..... Russell Bloom (n) Bernice Bloom (cl)	S. T. Brooks W. E. Bradley
	Sunday edition (S)	.025	....							
LAKE WORTH... 5,119	Leader (e)	.04	....	(D) (J) (55).....	W. M. Stafford.....	W. M. Stafford.....				
MARIANNA..... 4,100	Times-Courier (m) 2,750	.04	.025	(D) (AP) (3¢-10¢w, 35¢m-$1) (26)	G. M. Sheppard.....	Emmet G. Sheppard. G. M. Sheppard	Emmet G. Sheppard.	C. W. Sheppard (cm)	Clyde Davis..... W. S. Smith (n) Clyde Davis (cl)	W. S. Smith

(*Continued on page 26*)

Complete Index to All Information and Advertising on Last Three Pages. Key to Newspaper Data on Page 14.

The Story Income Taxes Tell About The Washington (D. C.) Market

According to Federal reports Washington (D. C.) pays a larger individual income tax than any other of thirty-six States.

And Washington corporations pay an income tax larger than is paid by any other of twenty-three States.

The combined individual and corporation taxes paid by Washingtonians is larger than that paid in thirty-one States.

Washington ranks 20th among the cities of the country in the amount of individual and corporation Federal income taxes paid.

All of which stresses, not only generous incomes, but the financial ability to spend, which Washingtonians do to an extent of more than twice as much as the average city.

Thus Washington is a market worthy of major consideration by every worth-while product—and with ONE newspaper — THE STAR, Evening and Sunday—your message will go straight into the homes of these people.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers
North American Newspaper Alliance

The Evening Star
WITH SUNDAY MORNING EDITION

New York Office
DAN A. CARROLL
110 E. 42nd Street

WASHINGTON, D. C.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

FLORIDA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MIAMI 127,601	Herald (m) **43,952** Sunday edition (S) **45,008** News (e) **32,585** Sunday edition (S) **38,893** Tribune (m) 36,474 Sunday edition (S) 35,938	.13 .14 .11 .11 .11 .12	.13 .14 .11 .... .15 .15	(I-D) (AP, UP, US) (†) (5¢d,10¢S-20¢w, 85¢m-$2.50d,$5S) (92-84) (D) (AP, UP, INS) (5¢) (7a-63) (I) (UP) (†) (2¢-10¢w, 45¢m, $1.25) (123)	Herald Pub. Co. Frank B. Shutts, Pub.-Pres. Metropolis Pub. Co. Beach Pub. Co.	Frank B. Stoneman Ellis C. Hollums (me) Hal I. Leyshon Paul G. Jeans	John Clark, Jr. John D. Pennekamp (News) H. Dennis (sp) C. C. Ward (Su) Wm. Matthews Jack Bell (sp) Allan Cass (Su) Howard Hartley Chuck Dewees (sp)	Geo. V. Harper J. L. Barksdale, Jr. (cm) D. J. Mahoney Chas. T. Coffin (bm) A. M. Lawson (cm) Paul G. Jeans Bert Tark (bm) Herbert Gimbel (cm)	L. C. McAskill N. N. Songer (n) Chas. A. Sarbent (cl) Chas. T. Coffin Martin Tracy (n) Tom Smith (cl) C. J. Sheppard (adv.-dir.) Edw. A. Walther (cl)	W. B. Sandlin W. Ordway H. G. Brooks
NEW SMYNRA 4,770	News (e) 1,604	.03	....	(D) (AP) (J) (123)	R. T. Rood, Pub.	J. W. Hanson	.....	B. T. Rood M. Jones (cm)	L. L. Ronan	.....
OCALA 8,110	Banner (m) 3,170 Sunday edition (S) 3,170 Star (e) 3,588	.025 .025 .025	.... .025	(I-D) (UP) (J) (5¢-15¢w, 60¢m) (26) (D) (AP) (J) (5¢-15¢w, 60¢m) (55)	Ocala Banner, Inc. Frank Harris, Jr. Star Pub. Co. H. J. Bittinger, Pres.	Harris Powers R. N. Dosh	Harris Powers Barney Bridges (sp) L. R. Chazal	Frank Harris, Jr. T. F. Folks (cm) H. D. Leavengood J. P. Clements (cm)	W. N. Space Helen Newsom (cl) C. A. Chapin	R. Householder V. Whaley (j) L. S. McDowell (j)
ORLANDO 30,481	Sentinel (m) **8,350** Reporter-News (e) **5,779** Combined daily (me) **14,129** Sunday edition (S) **12,774**	.... .09 .09	....	(I) (AP, UP) (†) (5¢ daily 10¢ Sun-20¢w, 85¢m) (55)	Orlando Daily Newspapers, Inc. Martin Anderson, Pub.-Pres.	W. M. Glenn (m) J. C. Brossier (e) Harold Irby (me-m) Henry Balch (me-e)	Carol Monroe (sp-m) A. Gatewood (sp-e) Henry Balch (Su)	Martin Anderson L. J. Hagood (cm)	G. W. Newhart Carmage Walls (cn) M. Lawrence (cl)	T. G. Cornelison
PALATKA 6,543	News (e) 3,874	.04	.04	(I-D) (AP) (J) (5¢-15¢w) (17)	Palatka Pub. Co. M. M. Vickers, Pres.	H. D. Harkreader	A. Bev. Baker Arthur Daye (sp)	H. D. Harkreader M. M. James (bm) Mike Lamon (cm)	A. B. Codrington	C. Wilhite L. Rovers (j)
PALM BEACH 1,836	News (m)	.10	.10	(I) (INS) (J) (5¢-$4.50) (58)	Davies Pub. Co., Inc. O. G. Davies, Pres.	Ruby Edna Pierce	Eugene Bussell (sp)	Ruby Edna Pierce Paul Schroers (cm)	.....	.....
				(Note: Issued during the Winter season, Dec. 20 to Mar. 31.)						
PANAMA CITY 8,701	Herald (e)	.04	....	(I) (AP) (†) (J) (5¢-10¢w) (76)	Bay County Pub., Inc. John H. Perry, Pres.	.....	.....	Wm. K. Dorman Wm. Cummins (cm)	W. K. Dorman (n)	.....
PENSACOLA 30,826	Journal (m) **9,095** News (e) **8,636** Combined daily (me) **17,131** Sunday edition (S) **11,246**	.... .10 .10	.... .10	(I) (AP) (†) (5¢-$1.25) (76)	News-Journal Co., Inc. John H. Perry, Pres.	Sam Ellis Frank Pericola (me-m) Don Hogan (me-e)	William Pinney (sp)	G. C. Willings (V-P). V. A. Bruno (bm) R. Friedrichsen (cm)	Geo. W. Archer W. Boycott (cl)	H. Chairsell
ST. AUGUSTINE 10,418	Record (e) 3,563 Sunday edition (S) 3,563	.04 .04	.035 .035	(D) (AP) (J) (5¢-15¢w, 65¢m $2.50) (55)	Record Co. Scott. M. Loftin, Pres.	Nina Hawkins	Adelaide Sanchez Harvey Lopez (sp)	I. Van Dillen R. D. Hill (cm)	W. W. Wilson	J. R. Poland (j)
ST. PETERSBURG 40,856	Independent (e) **10,128** Times (m) **12,716** Sunday edition (S) **14,701**	.065 .08 .09	.051 .08 .09	(I-D) (AP) (mer) (†) (5¢-15¢w), 60¢m-$3) (26) (D) (AP) (5¢-20¢w, 80¢m) (139)	Evening Independent. Inc. L. C. Brown, Pres. Times Pub. Co. Paul Poynter, Pub.-Pres.	Lew B. Brown A. R. Dunlap W. L. Straub T. C. Harris	Paul A. Davis G. C. Moshier (sp) Edward Aitchison	L. C. Brown A. M. Wing (bm) O. L. Richmond (cm) Paul Poynter M. D. Ulrich (cm)	R. D. Peterson A. Quirk (n) R. E. Goodale (cl) B. E. Bryan Joe Plaskett (cl)	J. H. Livingston C. E. Morgan
SANFORD 10,797	Herald (e) 1,876	.03	....	(I) (AP) (J) (55)	Sanford Herald R. L. Dean, Pub.-Pres.	R. L. Dean W. G. Dean	.....	R. L. Dean	.....	.....
SARASOTA 5,986	Herald (e) 1,766 Tribune (e) **1,395** Sunday edition (S) **1,413**	.03 .025 .025	.025 .025	(D) (AP) (3¢-$1, $1.25) (139) (D) (UP) (3¢ eve.; 5¢ Sun.-15¢w, 60¢m) (55)	Herald Co. G. D. Lindsay, Pub. D. B. Lindsay, Pres. Sarasota Tribune, Inc. B. W. Powell, Pres.	George D. Lindsay Wm. H. Coe Earle Stumpf	Wm. H. Coe W. P. Dozier, Jr. (sp)	George D. Lindsay R. R. Lindsay (bm) Russell Woodfin (c) T. K. Lyle (bm) W. S. Anderson (cm)	A. J. Saul J. B. Browning (n) E. G. Rippletoe (cl) T. K. Lyle W. R. Hardee (cl)	J. Parker W. Cooper
SEBRING 3,912	American (e) 1,745	.04	.025	(I-D) (AP) (J) (3¢) (55)	Fred S. Jones	Fred S. Jones	Fred S. Jones Hayden Williams (sp)	Ernest L. Jones Frank S. Jones (cm)	Ernest L. Jones	H. Jordan
STUART 2,070	News (e) 1,530	.035	.035	(I) (AP) (J) (5¢-15¢w) (4-104)	Daily News, Inc. E. A. Menninger, Pub. P. U. Menninger, Pres.	E. A. Menninger	Ernest Lyons H. Le Tourneau (sp)	E. A. Menninger (bm) Vernon Chason (cm)	J. I. Aigler	J. C. Anthony, Jr.
TALLAHASSEE 11,726	Democrat (e) 5,039 Sunday edition (S) 5,039	.04 .04	.04	(D) (AP) (J) (5¢-15¢w, 60¢m, $2.50, (55)	Capital City Pub. Co. John M. Tapers, Pub.-Pres.	John Kilgore (me)	Sonny Jones (sp)	A. H. Tebault (cm)	M. T. Myers	A. Herndon J. A. Cawthon (j)
TAMPA 100,143	Times (e) **23,967** Tribune (m) **47,416** Sunday edition (S) **50,433**	.10 .13 .13	.... .12 .12	(I-D) (AP) (J) (5¢, $1.50) (76) (D) (UP, AP) (†) (5¢ morn, 10¢ Sun.-20¢w, 80¢m; $2.50 morn., $6.50 Sun., (126-12)	Tampa Times Co. David Smiley & Ralph Nicholson, Pubs. David Smiley, Pres. Tribune Co. S. E. Thomason, Pub.	David E. Smiley Edgar Ray E. D. Lambright R. W. Simpson	Byron Hollingsworth W. B. Abbott Peter Norton (sp) H. E. Schaden (Su)	Ralph Nicholson C. G. Johnson (cm) J. S. Mimms J. C. Council (cm)	L. H. Towner J. H. Hampton (n) W. D. Wolff (cl) Truman Green P. J. Gordon (n) A. L. Collins (cl)	J. Brooker .....
WEST PALM BEACH 27,248	Post (m) **7,290** Times (e) **4,354** Combined daily (me) **11,644** Sunday edition (S) **9,838**	.... .09 .10	....	(I-D) (AP, UP) 5¢-20¢w, 85¢m-$2.50) (76)	Palm Beach Publications, Inc. C. Barry Shannon, Pres.	Don Morris Fenwick P. Cole (me-m) Thos. E. Penick (me-e)	Fenwick P. Cole (m). Thos. E. Penick (e) Al McMillan (sp)	Don Morris Jack Deadwyler (cm)	Wm. J. Porter R. Oscar Smith (cl)	J. W. Ferguson
WINTER HAVEN 5,532	Chief (m) 4,020	.04	.04	(I) (AP) (J) (5¢-15¢w, 75¢m) (55)	Florida Chief Pub. Co. Cyrus L. Lee, Pres.	M. M. Lee Russell N. Haas	.....	Cyrus L. Lee Miss Lugene Hightower (cm)	L. Bratton Mrs. Mary D. Taylor (cl)	J. H. Wulf G. R. Hardy (j)

GEORGIA

City Population	Name of Newspaper Circulation	Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY 14,507	Herald (e) **5,049**	.04	....	(D) (AP) (5¢-15¢w, 65¢m-$2.50) (17)	Herald Pub. Co. H. T. McIntosh, Pres.	H. T. McIntosh W. M. Pryse	Mrs. L. O. Whiting Wm. Waddell (sp)	J. A. Davis (bm) J. D. Whiddon (cm)	H. J. Cannon C. D. Tounsley (n) Mrs. Bob Nix (cl)	W. A. Rachels
AMERICUS 5,760	Times-Recorder (e) 3,320	.04	.03	(D) (UP) (5¢-15¢w) (21)	Times-Recorder Co. Jas. R. Blair, Pub.-Pres.	James R. Blair	Raymond Duncan	James R. Blair C. F. Balch (cm)	J. P. Luther J. R. Blair (n) C. F. Balch (cl)	A. H. Webb

(Continued on page 28)

Again - The Miami Herald Leads
All Florida Newspapers in Advertising

With a total of 11,143,587 lines during 1935; and, for the Fifteenth year leads in Miami in advertising and circulation

Fifteen Years Leadership Must Have Been Earned

MIAMI

FLORIDA'S LARGEST RETAIL MARKET

This great market offers an unusually lucrative field for any worthwhile commodity or service. Also, its value is increased many times because it has an EXTRA POPULATION in the winter not counted by the Census Bureau—a "Cream" population of industrial, professional and business leaders from every state in the Union.

$26,690,000 MORE Spendable Income!

Miami, and its county, with "Spendable Income Money" of $105,426,000, exceeds by $26,690,000 the spendable income money of any other Florida city and its county. (*See "Dade County" Sales Management, April* 10, 1935.)

HERALD

FLORIDA'S GREATEST ADVERTISING MEDIUM

Offers you complete coverage of Florida's Largest Retail Market at one low cost

1st in FLORIDA

—In Advertising

—In Home Delivered and City Circulation

1st in MIAMI

—in Retail, General, Classified and Total Advertising

—in Circulation—every classification except "Street Sales"

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Florida's Most Important Newspaper

FRANK B. SHUTTS, Publisher

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742 Market St., San Francisco, Cal.
1031 S. Broadway, Los Angeles, Cal.
400 N. Michigan Ave., Chicago

GEO. M. KOHN, Inc.
908 Walton Bldg.
Atlanta, Ga.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

GEORGIA (Continued)

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job. Supt.
ATHENS	Banner-Herald									
18,192	(e) **4,953x**	.035	....	(D) (AP) (2¢d, 5¢S) (44-80)	E. B. Braswell			E. B. Braswell		
	Sunday edition									
	(S) **4,926x**	.035	....							
	Times									
	(m) 5,263	.03	....	(D) (UP, TR) (2¢d, 5¢S, 10¢w, 42¢m-$1) (55)	Athens Times, Inc. Lanius E. Sullivan, Pub.	Lanius E. Sullivan. Tom A. Dosier	Merriman Smith. Wm. Strudel (sp) Tom A. Dosier (Su)	Lanius E. Sullivan. Jack Dale (bm) S. C. Gentry (cm)	J. J. Baldwin. J. Dale (cl)	Paul Craft
	Sunday edition									
	(S) 5,263	.03	....							
ATLANTA	Constitution									
360,692	(m) **98,814**	.16	.15	(D) (AP, UP, NANA) (*S) (†) (5¢-20¢w, 90¢m-$3.50d $7 S) (78-12)	Constitution Pub. Co. Clark Howell, Pub.-Pres.	Clark Howell. N. S. Noble	E. H. Hinton. Ralph McGill (sp) Miss L. M. Robinson (Su)	Clark Howell, Jr. H. H. Trotti (bm) Jno. T. Toler (cm)	C. M. Snyder. Roby Robinson (n) Howard Haire (cl)	
	Sunday edition									
	(S) **107,425**	.18	.16							
	Georgian									
	(e) **83,153**	.15	.15	(I) (INS, US) (mer) (†) (J) (3¢-20¢w, 90¢m-$2,d $7S, $8.75 E&S) (65)	Herbert Porter	W. S. Kirkpatric (me)	Chas. Shonnesy. Ed. Danforth (sp) Sam Lucchese (Su)	Chas. Coleman (cm).	Melvin Schwarts. G. B. Porter (n) E. F. Emmel (cl)	Fred Cornell G. Anthony (j)
	Sunday American									
	(e) **183,463**	.25	.15							
	Journal									
	(e) **90,627**	.07	....	(D) (AP, UP) (*S) (†) (3¢d, 10¢Sun, 20¢w, 90¢m-$2d, $7S) (15)	Atlanta Journal Co. Inman Gray, Pres.	James R. Gray. John Paschall	Wright Bryan. Morgan Blake (sp) Angus Perkerson (Su)	John A. Brice. Geo. C. Biggers (bm) Horace Powell (cm)	J. R. Brumby. Sam R. Dull (n) W. Cunningham (cl)	J. W. Armistead
	Sunday edition									
	(S) **112,431**	.07	....							
AUGUSTA	Chronicle									
60,342	(m) **21,142**	.07	....	(D) (AP) (5¢) (17-12)	Chronicle Pub. Co.	Thos. J. Hamilton. R. L. M. Parks	J. P. Skinner. Tom Wall (sp)	W. S. Morris. W. S. Martin (cm)	J. L. Robertson (adv.dir)	
67,345 (ABC City)	Sunday edition									
	(S) **21,694**	.07	....							
	Herald									
	(e) **20,800**	.06	.05	(D) (AP) (†) (5¢-18¢w, 75¢m) (44)	Herald Pub. Co. J. C. Harrison, Pub. H. Phinizy, Pres.	Milwee Owens. S. L. Moss	Rut Samuels (sp)	Jas. C. Harrison. J. O. Jones (cm)	H. J. Shearer. C. V. Clark (cl)	J. W. Waterston
	Sunday edition									
	(S) **20,740**	.06	.05							
BRUNSWICK	News									
14,022	(e) 4,471	.04	....	(D) (AP) (26)	C. H. Levy	C. H. Levy		C. H. Levy (bm) E. F. Thompson (cm)	Mason Meeks (n)	S. B. Bruand
COLUMBUS	Enquirer									
43,185	(m) **6,237x**	....	....							
58,700 (ABC City)	Ledger									
	(e) **10,189x**	....	....	(I) (AP) (†) (5¢-20¢w, 85¢m) (15)	R. W. Page Corp. J. E. Page, Pub. W. E. Page, Pres.	F. G. Story (m) Nelson Shipp (e) H. L. Watkins (me)	Cliff Tucker. A. L. Gelders (sp-e) J. R. Fitzpatrick (sp) Nelson Shipp (Su)	M. R. Ashworth. W. E. Page, Jr. (bm) O. L. Randall (cm)	F. C. Bunting. M. R. Ashworth (n) W. E. Douglas (cl)	W. A. Barr, Jr.
	Combined daily									
	(me) **16,476x**	.10	.10							
	Sunday edition									
	(S) **16,632x**	.10	....							
CORDELE	Dispatch									
6,880	(e) 1,832	.03	....	(D) (AP) (J) (5¢) (74)	Mrs. Chas. E. Brown	Mrs. Chas. E. Brown		Mrs. Chas. E. Brown Mrs. L. O. White (cm)	Marion Brown	
	Sunday edition									
	(S) 1,832	.03	....							
DUBLIN	Courier-Herald, Dispatch & Press									
6,681	(e) 5,438	.04	....	(D) (UP) (5¢) (55)	W. M. Harrison	W. M. Harrison		Mrs. W. H. Harrison (bm)		
GRIFFIN	News									
10,321	(e) 3,517	.03	.025	(I-D) (AP) (†) (5¢-10¢w, 50¢m) (26)	Quimby Melton	Quimby Melton. Cecil Hurst	Cecil Hurst. C. Bedenbaugh (sp)	Quimby Melton. Carye Reeves (bm)	T. J. Jacobs, Jr. C. Reeves (n)	T. Maher
LA GRANGE	News									
20,131	(e) 3,843	.04	.03	(D) (UP) (J) (5¢ 15¢ w, 65¢ m-$3) (21)	Reporter Co. R. C. Swank, Pres.	Roy C. Swank. John E. Minter, Jr.		Roy C. Swank. DeWitt Rainey (cm).	Raymond Fuller	M. M. Dickinson
MACON	News									
53,829	(e) **9,391**	....	....							
	Telegraph									
	(m) **21,555**	....	....							
	Combined daily			(D)(AP) (†) (5¢m-S, 3¢ E-20¢ w-90¢m) (15)	Telegraph Pub. Co. W. T. Anderson, Pres.	Charles J. Bayne (e). G. W. Griffin (me-e) P. T. Anderson (m) B. B. Johnson (me-m)	Geo. W. Griffin (e). A. L. Gelders (sp-e) C. E. Snellgrove (m) B. Norris (sp-m)	Peyton T. Anderson. P. T. Anderson, Jr. (bm) J. T. Webb (cm)	Roy I. Neal. A. MacDonnell (loc.) P. T. Anderson, Jr. (n) Walton Clifton (cl)	
	(me) **39,946**	.15	.10							
	Sunday edition									
	(S) **26,889**	.15	.10							
MILLEDGEVILLE	Times									
5,534	(e) 2,400	.02	....	(D) (UP) (J) (3¢) (55)	W. G. Johnson	W. G. Johnson		W. G. Johnson. John G. Pryor (cm)	Eldon J. Hoar (n)	G. Nungeser
MARIETTA	Journal									
7,635	(e) New daily	.03	....	(I-D) (UP) (J) (3¢-10¢w,-$4)(41)	Wm. L. Harris	S. J. Carswell	Alex Tregone (sp)	Wm. L. Harris. Welby Rich (cm)	S. J. Carswell. Macy Irwin (cl)	G. Toole C. Marlow (j)
MOULTRIE	Observer									
8,027	(e) 3,062	.03	.03	(D) (AP) (3¢-15¢w, 65¢m-$1.50) (55)	C. B. Allen	C. B. Allen. Grady Adams	W. D. Avera	C. B. Allen	M. E. Nussbaum. Mabel Potts (cl)	M. Leverett
ROME	News-Tribune									
21,843	(e) **5,710x**	.045	....	(I-D) (INS) (5¢-15¢ w, 65¢m-$2.50) (none).	News Pub. Co. W. S. Mudd, Pres. B. H. Mooney, Pub.	J. R. Hornady		C. B. Wright (bm) E. W. Hine (cm)		
	Sunday edition									
	(S) **5,812x**	.045	....							
SAVANNAH	News									
85,024	(m) **22,034**	.09	.08							
87,714 (ABC City)	Press			(I-D) (AP, UP, INS) (†) (5¢d, 10¢S, 18¢w, morn, 15¢w, evg., 75¢m-morn, 65¢, m-evg.) (44)	Morning News, Inc. H. V. Jenkins, Pres.	H. V. Jenkins (m). W. G. Sutlive (e) J. P. Miller (me-m) W. G. Sutlive (me-e)	R. L. Charlton (m). John L. Sutlive (e) W. D. McMillan (sp-m) W. Campbell (sp-e)	H. V. Jenkins. E. D. Hood (cm)	Boykin Paschal (adv. dir.) C. E. Hutchins (cl)	M. Bell
	(e) **17,665**	.09	.08							
	Combined daily									
	(me) **39,699**	.14	.12							
	Sunday edition									
	(S) **26,972**	.09	.08							
	Evening & Sunday									
	(ES)	.14	.12							
THOMASVILLE	Times-Enterprise									
11,732	(e) 2,000	.02	....	(D) (AP) (J) (5¢) (55)	Times-Enterprise Co., Inc.	E. R. Jerger		W. D. Hargrave (bm)	L. E. Kelly	
TIFTON	Gazette									
3,330	(e) 1,500	.016	.016	(D) (AP) (J) (3¢-15¢w, 50¢m) (none)	Gazette Pub. Co. J. G. Herring, Pres.	John G. Herring	R. S. Herring. G. N. Herring (sp)	J. G. Herring. H. E. Herring (bm) L. R. Herring (cm)	G. N. Herring. H. E. Herring (n)	W. S. Bradford F. N. Goggans (j)
VALDOSTA	Times									
13,482	(e) 3,078	.035	....	(D) (AP) (J) (5¢) (55)	Valdosta Press, Inc. Ramon Griffin, Pres.			E. L. Turner (bm)		
WAYCROSS	Journal-Herald									
15,510	(e) 4,170	.04	.043	(D) (UP) (J) (5¢-15¢w, 65¢m - $3) (41)	Journal-Herald Co. J. Williams, Pres.	Jack Williams. H. A. Stallings	Liston Elkins. Kenneth Jones (sp) J. Williams, Jr. (Su)	Jack Williams. L. B. Deason (bm) J. MacJennings (cm)	J. M. Markey. Louise Breen (n)	W. L. Barber B. Yarbrough (j)
	Sunday edition									
	(S) 4,170	.04	..							

TERRITORY OF HAWAII

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job. Supt.
HILO	Press									
19,468	(m) 2,851	.03	....	(I) (UP) (J) (47)	John A. Lee	Harold W. Ching		John A. Lee. Harry Orcutt (cm)	John A. Lee	
	Sunday edition									
	(S) 2,851	.03	....							
	Tribune-Herald									
	(e) 3,014	.03	....	(I) (1-101)		V. B. Hill		Kenneth S. Byerly	Milton Carter	
	Sunday edition									
	(S) 3,014	.03	....							
HONOLULU	Advertiser									
137,582	(e) **13,026**	.08	.065	(I-R) (UP) (†) (J) (5¢, 10¢S-25¢w, $1m, $3.33, $7) (76)	Advertiser Pub. Co., Ltd. L. P. Thurston, Pres.	Raymond S. Coll. H. Taylor (news)	Vernon McQueen (sp)	Lorrin Thurston. Fred J. Green (bm) G. S. Garner (cm)	R. B. Rice. R. S. Thurston (n) Bob Carson (cl)	C. W. Lutz G. Voorhies (j)
	Sunday edition									
	(S) **21,154**	.09	.072							
	Star-Bulletin									
	(e) **24,141**	.10	.085	(R) (AP, UP) (mer) (†) (J) (5¢-75¢w, $2m) (1-101)	Honolulu Star-Bulletin, Ltd. J. R. Farrington, Pres.	Riley H. Allen. Vern Hinkley	Don Watson	J. R. Farrington. Wm. B. Taylor (cm)	L. P. Dickinson. Roy Johnson (cl)	B. C. Stearns
	Saturday edition									
	(S) **27,802**	.10	.09							
	*Nippu Jiji									
	(e) 13,732	.065	....	(I) (AP, INS, IND, R) (†) (J) (148)	Nippu Jiji Co., Ltd. Yasutaro Soga, Pres.	Yasutaro Soga	S. Asami. W. Hirai (sp)	K. Kawamoto (bm). T. Inouye (cm)	H. S. Tomita (n)	I. Sito
	*Hawaii Hochi									
	(e) 11,566	.065	....	(47)	K. F. Makino	S. Terasaki		K. F. Makino. K. Kumasaki (cm)	E. T. Ichinose (n)	H. Asao

*Japanese and English.

(*Continued on page 29*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

IDAHO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BLACKFOOT	Bulletin									
3,199	(e) 2,020	.03	....	(R) (AP) (J) (5¢-10¢w) (26-148)	Republican Co.	C. A. Bottolfsen		Byrd Trego J. L. Rider (cm)	Edwin H. Paysen (n) Ruth Winschell (cl)	R. N. Ludi Robt. Massie (j)
BOISE	Capital News									
21,544	(e) 13,298	.05	.04	(I) (UP) (J) (5¢-15¢w, 50¢m-$2.50) (56)	Capital News Pub. Co. Scripp League of Newspapers E. W. Scripps, Pres.	Saxton E. Bradford	Max G. Funke Therron Liddle (sp)	T. C. Robertson C. E. Perkins (cm)	G. F. McCannon (adv. dir.) Geo. L. Fleharty (adv. mgr.) F. J. Cochrane (cl)	Otto Zimmer Henry Hasnen (j)
	Idaho Statesman									
	(m) 16,658	.06	....	(R) (AP) (J) (5¢-70¢m) (123)	Mrs. M. C. Ailshie, Pub.-Pres.	Irving W. Hart	Joe Wilson Bert Eustice (sp) Joe Wilson (Su)	J. C. Adams (bm) E. E. Walden (cm)	Fred'k A. Bartlett H. B. Davies (cl)	J. T. Hawks R. Cunningham (j)
	Sunday edition									
	(S) 17,001	.06	....							
BONNERS FERRY	Kootenai Val. Sentinel									
1,418	(e) 810	.021	....	(I-D) (AP) (J) (26-13)	Richard L. Myers	Richard L. Myers		R. L. Myers (bm)		Tom Martin
CALDWELL	News-Tribune									
4,974	(e) 3,052	.03	....	(I-R) (AP) (J) (13)	Caldwell Pub. Co. F. H. Michaelson, Pres.	F. H. Michaelson		Aden Hyde (bm) Earl Jester (cm)	L. E. Rettig (n)	Emil Shorb
COEUR D'ALENE	Press									
8,297	(e) 2,453x	.025	....	(I) (UP) (J) (3¢-12¢w) (56)	Coeur D'Alene Press Co.	H. F. Kretchman	Chas. Sowder (sp)	B. C. Hagadone (bm)		Geo. Kidwell Clyde Hodge (j)
IDAHO FALLS	Post-Register									
2,429	(e) 6,362x	.05	.05	(I) (AP) (†) (J) (5¢-12¢w-12¢d) (119)	Post Co. E. F. McDermott, Pub.-Pres.	Edwin F. McDermott B. L. Moore	Reed Jordan G. J. H. Brady (sp) Edna Robinson (Su)	E. F. McDermott C. C. Packer (cm)	Homer Burnett Robt. H. Warner (n) Mrs. Susie Powers (cl)	W. W. Merman A. G. Kinnard (j)
	Sunday edition									
	(S) 6,494x	.05	.05							
KELLOGG	News									
4,124	(e)	.029	....	(none)	W. L. Penney			W. L. Penney (bm) W. L. Penney, Jr. (cm)		J. B. Penney
LEWISTON	Tribune									
9,403	(m) 5,734	.04	....	(I-D) (AP) (J) (5¢-30¢w-75¢m-$2.50) (26-101)	Tribune Pub. Co. E. L. Alford, Pub.-Pres.	A. L. Alford	T. J. Campbell Floyd L. Smith (sp)	E. L. Alford H. W. Hamblin (bm) E. E. Stewart (cm)	Wendell McEwen H. W. Hamblin (n) Jas. Somerville (cl)	E. R. Flickinger
	Sunday									
	(S) 5,734	.04	....							
MOSCOW	News-Review									
4,476	(e)	.03	.02	(I) (UP) (†) (J) (5¢-10¢w, 40¢m, $1.00) (26-13)	News-Review Pub. Co. W. T. Marineau, Pub. Dr. E. R. Robinson, Pres.	W. T. Marineau	W. M. Greene Perry Culp, Jr. (sp)	W. T. Marineau E. W. Spriesterbach (cm)	Perry Culp, Jr.	H. Wallace
	Star-Mirror									
	(e) 1,674	.021	....	(I) (AP) (†) (J) (5¢-50¢m-$2.50) (none)	Moscow Pub. Co.	Louis A. Boas	Harold Boyd C. Hiaring (sp)	G. N. Lamphere(bm) F. V. Vowell (cm)	C. R. Stark, 3d H. E. Estes (n)	R. Brownlow
NAMPA	Free Press									
8,206	(e)	.04	....	(I) (UP) (J) (26-47)	Co-Operative Pub. Co.	Chas. G. Sumner		J. T. LaFond B. Danes (cm)	Don Young	
	Leader-Herald									
	(e) 4,174	.03	....	(R) (UP) (†) (J) (17-148)	Leader-Herald Pub. Co. L. B. Jenness, Pub.	L. B. Jenness	E. J. Ballantyne G. McFarland (sp)	L. B. Jenness	R. E. Jenness G. Wakefield (cl)	L. O. Thorne
POCATELLO	Idaho State Journal									
16,471	(m) 2,854	.05	.046	(D)						
	Tribune									
	(e) 4,891	.05	.046	(R)						
	Combined daily									
	(me) 7,745	.08	....	(AP) (mer) (2½¢-65¢m-$2.00) (86)	Tribune Journal Co., Inc. G. N. Ifft, Jr., Pres.	E. F. Stites (m) G. N. Ifft, Jr. (e)	Kenneth Allen (m) John Chandler (sp) G. N. Ifft, Jr. (Su)	W. S. Cady J. E. Meilstrup (bm) E. E. Huffman (cm)	R. R. Beers Mrs. M. Ruggles (n)	W. E. Rollo
	Sunday edition									
	(S) 4,891	.05	.046							
SANDPOINT	Bulletin									
3,290	(e) 1,833	.04	....	(I-R) (AP) (J) (none)	Review Pub. Co., Inc. C. E. Spoor, Pres.	L. E. Pietsch		Chas. E. Spoor (bm)	Chas. E. Spoor	
TWIN FALLS	News									
8,787	(m) 8,070x	.05	.04	(I-R) (AP) (†) (J) (119)	News Pub. Co., Inc. Roy A. Read, Pub.	Roy A. Read John C. Harvey	John C. Harvey M. Sanderson (sp)	Roy A. Read W. I. Brennon (cm)	Paul Cowgill Roy A. Read (n)	E. F. Asbury
	Sunday edition									
	(S) 8,146x	.05	.04							
	Times									
	(e) 7,610x	.04	.035	(I-D) (UP) (J) (5¢-10¢w, 45¢m-$2.00) (101)	Times Pub. Co. R.S.Tofflemire,Pub. Juneau H.Shinn,Pres.	Juneau H. Shinn	J. H. Mullen (sp)	R. S. Tofflemire Al Westergren (cm)	Leland K. Miller Max Miller (cl)	E. A. Brinegar
WALLACE	Press-Times									
3,634	(e) 2,267	.03	....	(I) (AP) (J) (26-13)	Press-Times Pub. Co. H. L. Day, Pres.	Henry L. Day	Weslie Lieb (sp)	F. N. Shreve (bm) Weslie Lieb (cm)	F. N. Shreve Marjorie Clark (cl)	H. Hult C. Drews (j)

ILLINOIS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALTON	Telegraph									
30,151	(e) 13,834	.06	.04	(I) (AP) (3¢-15¢w, 65¢m) (1)	Telegraph Ptg. Co. Paul B. Cousley, Pres.	Paul B. Cousley	J. J. Dromgoole	John D. McAdams, (bm) Richard Houser (cm)	Lee Sharkey Robert Peel (n) J. D. McAdams, Jr.(cl)	
AURORA	Beacon-News									
45,590	(e) 18,953	.08	.043	(I-R) (AP) (†) (3¢d, 5¢S-15¢w-$1.90) (101)	A. M. Hirsh	Fred C. Flanders	John Corkery Dale Lancaster (sp)	A. M. Hirsh Wm. C. Buckberg(cm)	Chas. W. Hoefer Frank L. Lee (cl)	G. N. Dieterich
47,817 (City Zone)	Sunday edition									
	(S) 18,819	.08	.043							
BEARDSTOWN	Illinoian-Star									
6,344	(e) 2,426	.03	....	(I) (UP) (J) (5¢) (74)	L. G. Schaeffer	L. G. Schaeffer		Mrs. E. C. Coleman (cm)		J. R. McCarthy
BELLEVILLE	Advocate									
28,425	(e) 6,327	.04	....	(R) (AP) (3¢-15¢w, 65¢m-$1.50) (74)	Advocate Ptg. Co. W. W. Evans, Pres.	W. W. Evans	C. C. Benidict I. Baechle (sp)	W. W. Evans James Lynch (cm)	C. J. Keller M. A. Parris (n) C. Keadle (cl)	C. Lens
	News-Democrat									
	(e) 7,025	.045	.043	(D) (UP) (J) (3¢-15¢w, 65¢m-$1.50) (71)	Robert L. Kern	Robert L. Kern	Jos. W. Adams Geo. Redmond (sp)	Henrietta B. Schrode. Richard P. Kern (cm)	Elsie A. Kern	Syl Bauer (j)
BELVIDERE	Republican									
5,204	(e) 3,784	.03	.03	(R) (UP) (†) (J) (3¢-15¢w-$1.50) (74)	F. T. Moran & Co.	F. T. Moran A. F. Conklin	F. E. Loomis L.T.McCleneghan(sp)	Joe E. Tabor E. J. Bahr (cm)	Guerdon Laing E. J. Bahr (cl)	Herman Kline M. J. Askin (j)
BENTON	News									
5,219	(e) 3,842	.03	....	(R) (AP) (†) (J) (54)	News Co., Inc.	W. C. Choisser	Paul Lyons	F.D.Whittington(bm)	F. D. Whittington	Arch Johnson
BLOOMINGTON	Pantagraph									
30,930	(e) 24,046	.10	....	(I) (AP, UP, INS) (mer) (†) (3¢-20¢w, 85¢m-$2) (56)	Daily Pantagraph Loring C. Merwin, Pres.	J. L. Hasbrouck Arthur J. Moore	A. C. Baker Fred Young (sp) H. Clay Tate (Su)	Joe N. Bunting Emmet V. Gunn (bm) W. P. Horstman(asst.cm.)	P. J. LaBounty Joe J. Hannie (cl)	Russell B. Miller
37,698 (City Zone)	Sunday edition									
	(S) 17,220	.10	....							
CAIRO	Citizen									
13,532	(e) 4,597	.045	.032	(I) (AP) (5¢-15¢w) (74)	Citizen Co. J. C. Fisher, Pres.-Pub.	John C. Fisher H. F. Ulah	W. Bloss	John C. Fisher Selden Fisher (bm)	Selden Fisher (n)	
CANTON	Ledger									
11,718	(e) 4,607	.045	....	(I-R) (UP) (J) (5¢-15¢w-$3) (2)	Ledger Co. U. G. Orendorff, Pres.		James A. Murphy	J. Earle Mavity Carl N. Hill (bm) A. V. Lund (cm)	L. C. Shoaf J. Earle Mavity (n) Frances Oldfield (cl)	L. L. Conrad
CARBONDALE	Free Press									
7,528	(e) 1,786	.02	....	(R) (AP) (J) (104-4)	J. F. McGuire, Pres. R. W. Davis, Pub.	J. F. McGuire		R. W. Davis		
CARLINVILLE	Enquirer									
4,144	(e) 430	.018	....	(D) (UP) (†) (J) (3¢) (none)	W. L. Schmitt			W. L. Schmitt (bm)	L. F. Hall	R. E. Reiber
CENTRALIA	Sentinel									
12,583	(e) 6,199	.04	.04	(I) (AP) (†) (J) (3¢-$1.50) (143)	Verne E. Joy	Verne E. Joy	Harold Gerlach	Verne E. Joy H. B. Mapes (bm) C. B. Harvey (cm)	H. B. Mapes L. T. Newlon (n) Robert Mapes (cl)	O. B. Correll R. Parisau (j)
15,900 (City Zone)										

(*Continued on page 30*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Continued)

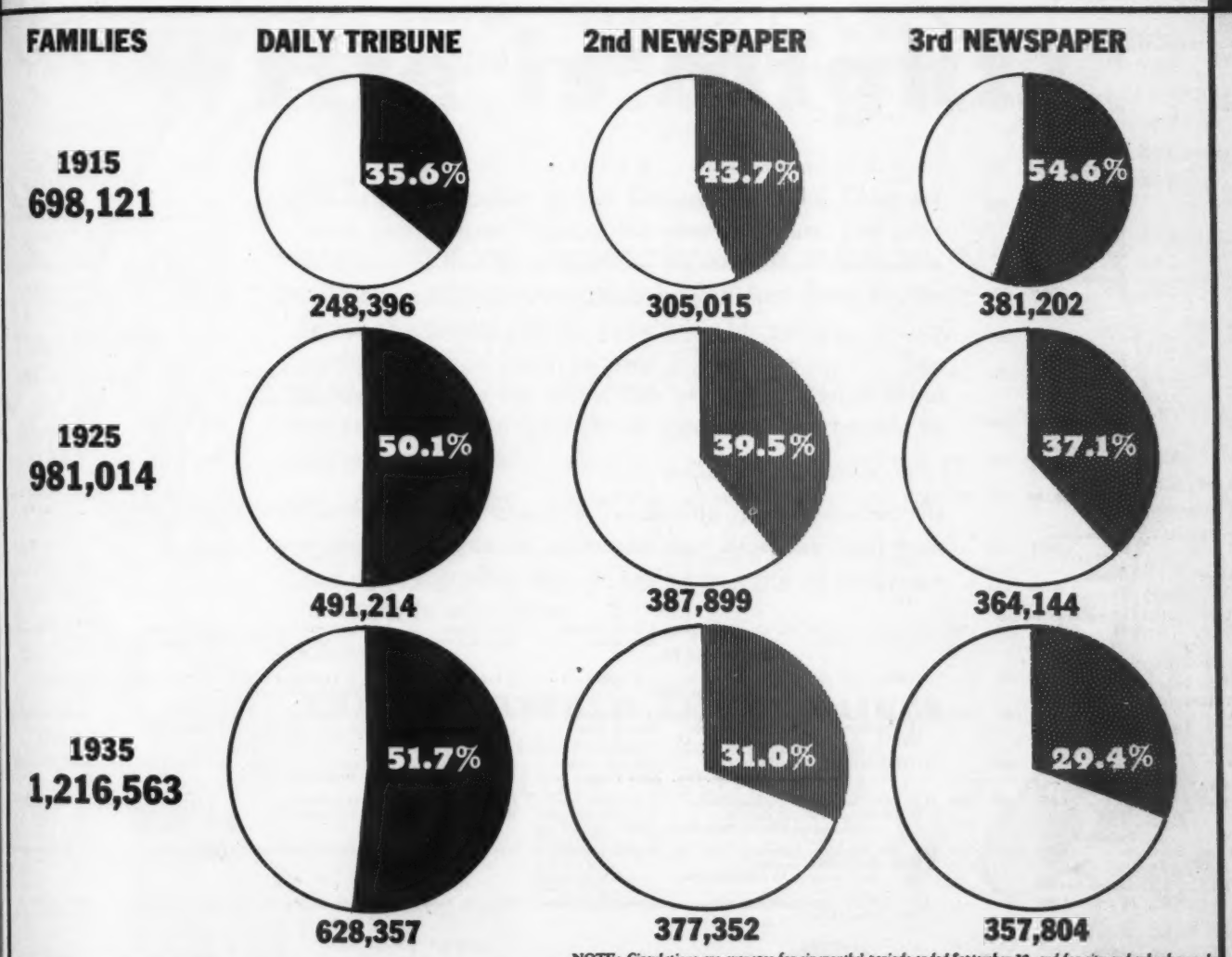
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHAMPAIGN-URBANA 33,408 (City Zone)	Courier (e) 3,917	.03	....	(I) (UP) (J) (3¢-15¢w, 65¢m-$150) (108)	Courier Co. E. E. Lindsay, Pres.	Robert Sink (me)	Arnold Derlitaki (sp)	B. C. Vedder (bm)	Jack Rubottom E. O. McCann (cl)	J. H. Mintun B. C. Vedder (j)
	News-Gazette (e) 16,084x	.07	....	(I-R) (AP, UP, INS) (4¢d, 10¢S-$2.50) (119)	News-Gazette, Inc. Mrs. H. M. Stevick, Pres.	M. W. Hout (me)	W. S. Hansen E. N. Jaquin (sp)	J. A. McDermott(bm) J. E. Wingle (cm)	F. R. Mills	J. L. Moore
	Sunday edition (S) 16,012x	.07	....							
CHARLESTON 8,012	Courier (e) 2,678	....	....	(I-D) (UP) (J) (5¢-15¢w, 60¢m) (54)	Benjamin Weir	Benjamin Weir	Arthur Lynch	Benjamin Weir	Benjamin Weir	L. G. Lankford
	News (m)	.025	.018	(D) (AP) (J) (3¢-10¢w, 40¢m) (none)	John B. Rardin	John B. Rardin	J. R. Scott	John B. Rardin	John B. Rardin	Marcel Hill
CHICAGO 3,376,438 3,440,420(City Zone)	American (e) 418,143	.75	.55	(I) (AP, INS, US) (†) (3¢d, 5¢Sat) (65)	Evening American Pub. Co. M. C. Meigs, Pub.	Florence J. McCarthy	Edward Reticker Ed. J. Geiger (sp)	E. D. Fulton (bm) W. J. Parker (cm)	W. M. McNamee N. H. Goldenberg (cl)	F. C. Hudson
	Calumet (e) 7,200	.071	.053	(I) (J) (2¢-65¢m-$1.40) (none)	Calumet Pub. Co. R. W. Worden, Pres.-Pub.	Robert W. Worden	Jack Brassell (sp)	Robert W. Worden Alex Mendelsohn (cm)	James F. Cunningham	Robt. Williamson
	Herald & Examiner (m) 379,768	.70	.296	(I) (AP, US, INS) (mer) (†) (J) (2¢d, 10¢S-25¢w-$1m, $1.40d, $78) (14)	Illinois P. & P. Co. Homer Guck, Pres.-Pub.	Victor Watson Ralph Williams	John Dienhart Clarence Carey (sp)	Homer Guck E. D. Fulton (bm) R. J. Corrigan (cm)	J. A. Dickson, Gen. Ad. Mgr. W. H. Murphy C. S. French (cl)	Fred Hudson E. J. Meyer (j)
	Sunday edition (S) 938,553	1.25	.44							
	Journal of Commerce (m) 22,133	.28	....	(I) (UP) (5¢-$1.25m) (150)	Journal of Commerce Pub. Co. J. D. Ames, Pres.-Pub.	Phil S. Hanna Wm. L. Ayers	Jerome Butler Wm. Oates (sp)	Philip P. Page (bm) A. R. Shuman (cm)	F. B. Griswold R. E. Potter (n)	.....
	News (e) 393,999	.75	.55	(I) (AP, UP, CDN, NANA) (*Sat) (mer) (†) (3¢d, 5¢Sat-$2.20d, $4Sat) (90)	Chicago Daily News, Inc. Col. Frank Knox, Pres.-Pub.	Col. Frank Knox Henry Justin Smith	John Craig Howard Mann (sp)	Dempster Macmurphy (bm) Donald J. Walsh (cm)	George F. Hartford Thomas Bohen (n) Chas. P. Schaefer (cl)	John W. Harm
	Times (e) 228,386	.32	.22	(I) (AP, UP) (2¢d, 5¢S-15¢w-$1.40d, $3.50d&s) (126-12)	Times Pub. Corp. S. E. Thomason, Pres.-Pub.	Richard J. Finnegan Louis Rippel	Al. Rose W. M. McCarthy (sp)	Robt. Walshaw (bm) J. F. Shanahan (cm)	L. J. Abrams Littrell Clark & J. A. Griffith, Jr. (n)	Raymond Hahne
	Sunday edition (S) 244,599	.32	.22							
	Tribune (m) 783,751	.95	.75	(I-R) (AP, UP, CT, NYT, NYN) (*S) (J) (2¢d, 10¢S) (93-50-96B)	Tribune Co. Col. R. R. McCormick, Pres.-Pub.	Robt. R. McCormick Edward S. Beck	R. M. Lee Arch Ward (sp) A. M. Kennedy (Su)	W. E. Macfarlane(bm) Louis H. Rose (cm)	Chesser M. Campbell C. S. Benham (n) W. R. Blend (cl)	J. W. Park C. B. James (j)
	Sunday edition (S) 924,122	1.10	1.05							
CLINTON 5,920	Journal-Public (m) 1,068	.032	....	(I) (UP) (5¢d, 10¢S) (26)	R. C. Peltz	R. C. Peltz	W. D. Magill	R. C. Peltz	W. D. Magill	.....
	Sunday edition (S) 1,066	.032	....							
DANVILLE 36,765	Commercial-News (e) 26,003x	.085	.057	(I) (AP) (†) (3¢d, 10¢S-20¢w-$2.14) (92)	Northwestern Pub.Co. F. E. Gannett, Pres. E. C. Hewes, Pub.	E. C. Hewes H. C. Gibson	H. B. Keck C. M. Davidson (sp)	Thos. V. Taft (bm) John Funk (cm)	Robert C. Pace Guy F. Kitchen (n) L. C. Schultz (cl)	John Cope
	Sunday edition (S) 26,918x	.085	.057							
DECATUR 57,510	Herald (m) 19,341	....	....	(I) (AP, UP, INS) (3¢d, 10¢S-20¢w, 85¢m-$1.75d, $78) (108)	Decatur Newspapers, H. C. Schaub, Pres.	E. E. Lindsay	H. V. Millard (sp)	F. M. Lindsay F. W. Schaub (bm) J. B. Birks (cm)	B. C. Whitsitt E. O. McCann (cl)	R. A. Stewart
	Review (e) 23,325	....	....							
	Combined Daily (me) 42,566	.14	....							
	Sunday edition (S) 37,673	.14	....							
DEKALB 8,545	Chronicle (e) 4,642	.035	.035	(R) (UP) (3¢-15¢w, 65¢m-$1.50)(none)	Chronicle Pub. Co. F. W. Greenaway, Pres.	F. W. Greenaway	Emil A. Anderson C. Ed. Raymond (sp)	E. J. Raymond C. F. Raymond (cm)	Glen E. Dellinger C. F. Raymond (cl)	J. H. Robinson
DIXON 9,908 10,800 (City Zone)	Telegraph (e) 5,110	.04	.036	(R) (AP) (mer) (J) (5¢-20¢w-$2.50) (74)	M. S. Shaw	Geo. B. Shaw	Earl Holdridge	M. S. Shaw Ray Bemis (cm)	Wm. Fulton	R. E. Shaw (j)
DU QUOIN 7,593	Call (e) 1,398	.025	....	(I) (UP) (J) (5¢) (74)	A. W. Essick	A. W. Essick	Chas. Rogers, Jr.	A. W. Essick	A. W. Essick J. Sneed (n)	S. D. Hestand
	News (e) 1,228	.02	.018	(I-R) (AP) (J)(3¢-10¢w, 40¢m-$1.16) (26)	Daily News Co. A. M. Bierman and J. E. Weber, Pubs.	Charles E. Flynn	Charles C. Ross	N. K. Bierman (cm)	Charles E. Flynn	J. E. Weber A. M. Bierman (j)
EAST ST. LOUIS 74,347	Journal (e) 11,279	.07	.04	(I) (UP, INS) (3¢d, 10¢S-25¢w, $1.05m-$1.75, $78) (108)	East Shore Newspapers, Inc. F. M. Lindsay, Pres.	E. E. Lindsay R. A. Barracks	Karl Pretschold Earl Brady (sp)	P. H. Wire F. W. Schaub (bm) W. Rex Fisher (cm)	R. S. White Robt. Boehmer (cl)	.....
	Sunday edition (S) 9,862	.07	.04							
EDWARDSVILLE 6,235 7,800 (City Zone)	Intelligencer (e) 4,895	.04	.04	(R) (UP) (†) (J) (3¢-13¢w, 52¢m) (127)	Intelligencer Pub. Co. G. S. Giese, Pub.	S. D. Mendenhall	H. C. Crocker	.....	Gilbert S. Giese	Jas. Broderick
EFFINGHAM 4,978	Record (e)	.032	....	(5¢) (none)	Geo. M. Lacrone	.....	.....	.....	.....	.....
ELDORADO 4,482	Journal (e) 1,532	.02	....	(R) (INS) (J) (3¢-15¢w) (none)	L. O. Trigg	L. O. Trigg	C. A. Fraser	.....	.....	Chas. B. Hines R. R. Trigg (j)
	News (e) 1,496	.021	....	(I) (AP) (J) (3¢) (none)	News Co. S. B. Hardy, Pres.	S. B. Hardy & W. A. Drobeck	.....	S. B. Hardy O. R. Aleshire (cm)	.....	Ralph Clippinger
ELGIN 35,920 36,674 (City Zone)	Courier-News (e) 16,496	.07	....	(I-R) (AP) (†) (2¢-6¢w-$1.16) (101)	Courier-News Pub.Co. R. E. Fedou, Pres.-Pub.	R. Eaton Fedou John E. Thompson	Kendall White Woodrow Boyer (sp)	R. Eaton Fedou Howard J. Jones (cm)	C. Raymond Long C. E. Mackenzie (n)	Herbert Clark
EVANSTON 63,338	News-Index (e) 5,396	.05	.04	(I-R) (UP) (J) (3¢-$2) (96)	Evanston News-Index, Inc. Merle Slane, Pres.-Pub.	C. D. MacDougall Merle Slane	R. E. Wolseley L. Kreutzig (sp)	Merle Slane E. M. Farmer (bm) K. A. Krentel (cm)	J. R. York P. R. Jean, maire (cl)	Geo. D. Pollitt Ralph H. Chase (j)
FLORA 4,393	News-Record (e) 3,094	.03	....	(I-R) (AP) (J) (3¢) (41)	Record Pub. Co. L. M. Wood, Pres.	L. M. Wood	Pauline Jones Louis Rider (sp)	L. M. Wood	G. Earl Wood	Roy E. Wood
FREEPORT 22,045	Journal-Standard (e) 11,953	.06	.041	(I) (AP, UP) (J) (3¢-15¢w)	Journal-Standard Pub. Co. D.L.Breed, Pres.-Pub.	Donald L. Breed Thos. F. Lawless	Thos. F. Lawless M. Douglas Grant(sp)	W. H. Kuns A. E. Wheeland (cm)	Karl Hepler Ralph Morrow (cl)	Wm. Lamar W. H. Kuns (j)
GALENA 3,878	Gazette (e) 1,000	.018	.014	(R)(AP)(J)(3¢-10¢w) (none)	C. E. Grimm, Pres.	A. W. Glessner	E. B. Heron	Harriett Grimm D. C. Whippo (cm)	H. J. Grimm	H. J. Grimm
GALESBURG 28,000	Register-Mail (e) 15,699	.06	.05	(R) (AP, UP) (†) (J) (3¢-15¢w-60¢m-$2) (2)	Galesburg P. & P. Co. O. N. Custer, Pub. F. R. Jelliff, Pres.	Fred R. Jelliff W. W. Whipple	Emil Dalberg Gil Johnson (sp)	Omer N. Custer T. M. Kearney (cm)	L. A. Pritchard F. S. Hinman (n) Hayes Tucker (cl)	A. E. Schneider Guy Cole (j)
HARRISBURG 11,625	Register (e) 4,470	.04	.025	(I) (UP) (†) (J) (3¢-15¢w, 60¢m) (100)	Register Pub. Co., Inc. Mrs. D. M. Seright, Pres.	Curtis G. Small	W. K. Turner Casey Dempsey (sp)	Curtis G. Small A. M. Debes (cm)	W. V. Rathbone C. G. Small (n) M. Richardson (cl)	N. N. McKeel J. O. Wells (j)
HERRIN 9,708	Journal (e) 4,074	.04	....	(D) (INS) (J) (74)	Egypt Pubs., Inc. D. C. Grear, Pres.	H. W. Trovillion & D. G. Grear	.....	Lillian Wyatt (cm)	Harold E. Grear (n)	.....
HOOPESTON 5,613	Chronicle-Herald (e) 2,667	.025	.025	(I) (UP)(J)(3¢-12¢w, 50¢m) (74)	A. S. Littick & R. S. Hay	R. S. Hay	.....	.....	A. S. Littick	A. S. Lititck (j)

(*Continued on page 32*)

How Chicago Tribune circulation parallels the growth of Metropolitan Chicago

POPULATION GROWTH AND DAILY NEWSPAPER COVERAGE IN METROPOLITAN CHICAGO

1915 - 1925 - 1935



NOTE: *Circulations are averages for six months' periods ended September 30, and for city and suburban only*

These charts show how the Chicago Tribune has capitalized the sales opportunities in its own market during the past two decades. • Because it is successful in selling its own wares in an expanding market, the Tribune is the Chicago advertising medium which can give you the most help in selling yours.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
JACKSONVILLE.. 17,747	Courier (e) **2,617**	....	....	(I) (AP) (J) (†) (3¢) (74)	Journal-Courier Co.. W. A. Fay, Pres.	Reaugh Jennings (m). B. B. Ridgway (e)	Ernest Savage.....	W. A. Fay (bm)..... W. H. Deshara (cm)	K. Evans	C. E. Newport
	Journal (m) **5,107**	....	....							
	Combined Daily (me) **7,724**	.05	....							
	Sunday edition (S) **5,282**	.05	....							
JERSEYVILLE.... 4,300	Democrat (e)	.007	....	(D) (J) (none).....	J. M. Page.....	J. M. Page.....	.....	.....	.....	.....
JOLIET..... 42,993	Herald-News (e) **19,370**	.08	.08	(I-R) (AP) (†) (3¢d, 5¢S-15¢w) (101)	Joliet Ptg. Co..... J. F. Lux, Pres.-Pub.	John F. Lux..... Lester F. Filson	O. L. Anderson.....	John F. Lux..... F. H. Newman (cm)	William M. Hart.... Ray M. Howk (n) Frank L. Lee (cl)	Geo. R. Bolton
	Sunday edition (S) **19,194**	.08	.08							
KANKAKEE..... 20,633	Republican-News (e) 12,247	.06	.06	(R) (AP, UP, INS) (J) (3¢-15¢w, $1.50) (74)	Republican Co..... L. C. Small, Pres.	Leslie C. Small.....	Harry B. DeSelm.... Orein Allain (sp)	A. J. Deslauriers.....	Fred Kemp..... B. Nellinger (n) J. Greenwood (cl)	D. W. Woods
KEWANEE..... 17,093	Star-Courier (e) **8,946**	.05	.05	(I-R) (AP) (†)(J) (3¢-15¢w, 65¢m, $1.50) (108)	Star-Courier Co..... E. P. Adler, Pres. P. D. Adler, Pub.	Philip D. Adler..... C. R. Ketridge	C. R. Ketridge..... C. O. Schlaver (sp)	Philip D. Adler..... Harold Nelson (cm)	W. H. Harper..... P. D. Adler (n) C. Patterson (cl)	E. P. Fuller Ivan Bell (j)
LA SALLE..... 13,169	Post-Tribune (e) **7,814**	.045	.045	(I-R) (AP) (3¢-15¢w, 60¢m, $1.50) (2)	Post Co..... D. W. Grandon, Pres.	Preston F. Grandon Curtis H. Clay	Robert Unsicker..... M. J. Bender (sp)	Preston F. Grandon. Walter Eich (cm)	R. L. McAllister..... P. F. Grandon (n) Orren Allen (cl)	P. F. Grandon
LAWRENCEVILLE 6,303	Record (e) 3,129	.025	....	(I-R) (UP) (J) (3¢-15¢w, $1) (none)	Lawrenceville Pub. Co., Inc. G. C. Armstrong, Pres.	Geo. C. Armstrong...	J. W. Gregg.....	Winifred Armstrong (cm)	Wm. B. Bey.....	.....
LEWISTOWN..... 2,249	Record (e) 1,080	.025	....	(R) (UP) (J) (3¢) (82)	W. J. Duvall.....	W. J. Duvall.....	.....	.....	.....	H. R. Reed
LINCOLN..... 12,885	Courier (e) **4,734**	.035	....	(I) (AP) (J) (2¢-10¢w) (127)	Courier-Herald Co., Inc. A. C. Nugent, Pres.	B. C. Snider (me)....	Wilbur Layman (sp).	Orville Werth (cm)...	Leslie Schildein..... J. L. Nugent (n)	David Stewart John Lenhardt (j)
LITCHFIELD..... 6,602	News-Herald (e) 3,813	.03	.03	(I-D) (UP) (J) (3¢-15¢w) (100)	Litchfield P. & S. Co. F. P. Hanafin, Pres.	Frank P. Hanafin.... John P. Hanafin	John P. Hanafin.....	Frank P. Hanafin....	J. M. Larkin..... F. P. Hanafin (n) E. Schoemperlein (cl)	H. E. Richards W. I. Fansler (j)
MACOMB..... 8,500	Journal (e) 5,537	.04	.035	(R) (AP) (J) (3¢-15¢w, 50¢m, $1.75) (2)	Journal Ptg. Co.....	A. L. Hainline..... Louis Randolph	Louis Randolph..... James Gumbart (sp)	W. H. Rudolph (bm). L. O'Harra (cm)	W. H. Rudolph..... M. Barclay (cl)	Wm. Ward Clifford Hill (j)
MARION..... 9,033	Post (e) 3,416	.025	.018	(D) (UP) (J) (5¢-50¢m) (74)	Evening Post, Inc... S. K. Casey, Pres.	S. K. Casey.....	Ethel T. Holland.... E. P. Jones (sp)	S. K. Casey.....	Dewey Chandler.....	W. T. Wilson Leon Felts (j)
	Republican (e) 3,475	.025	.02	(I-R) (INS) (†) (J) (5¢-50¢m, $2) (26)	Republican Leader Co. W. O. Paisley, Pres.-Pub.	W. O. Paisley..... Oldham Paisley	H. M. Butler.....	W. O. Paisley & Oldham Paisley (bm) G. W. Paisley (cm)	Mrs. W. O. Paisley..	.....
MARSEILLES.... 4,292	Press (e) 1,360	.025	....	(I) (INS) (J) (82)..	W. I. Dunlap & Sons.	C. I. Dunlap.....	.....	E. R. Dunlap.....	E. R. Dunlap.....	.....
MATTOON..... 14,631	Journal-Gazette (e) **5,642**	.04	.035	(I-R) (INS) (J) (5¢-15¢w, $2.50) (2)	Journal Co., Inc..... H. F. Kendall, Pres.	H. F. Kendall.....	J. J. Pennington.....	Wm. B. Hamel.....	Wm. B. Hamel.....	Walter Kemper
MOLINE..... 32,236 45,972 (City Zone)	Dispatch (e) **15,100**	.06	.05	(I-R) (AP) (†) (5¢-15¢w) (2)	Dispatch Pub. Co...	L. R. Blackman.....	Fred A. Klann..... L. O. Calloway (sp)	Harry A. Sward..... Leonard Barland (cl)	Clarence Lucas..... August Sundine (n) Earl Killion (sp)	N. O. W. Johnson Otto Kurris
MONMOUTH..... 8,666	Review-Atlas (e) 4,614	.035	....	(I) (AP) (J) (†) (3¢) (none)	Review Atlas Ptg. Co. H. R. Moffet, Pres.	Hugh R. Moffet.....	L. A. Ryan.....	Victor L. Moffet..... Z. Hamburg (cm)	Lee Sharp..... M. Wennerberg (cl)	Lou Hastings
MORRIS..... 5,568	Herald (e) 3,125	.025	....	(R) (UP) (J) (3¢) (74)	L. B. Sackett.....	.....	Harold M. Jensen...	L. B. Sackett.....	.....	L. B. Sackett (j)
MOUNT CARMEL 7,120	Republican-Register (e) 3,424	.08	.025	(I) (UP) (J) (3¢-15¢w, $1) (104-4)	Mt. Carmel Register Co. A. L. Richmond, Pres.	A. L. Richmond..... Earl Allison	Earl Allison..... Wm. E. Lewis (sp)	A. L. Richmond..... A. M. Richmond (bm) Clyde Blum (cm)	Carson Harris..... F. Reisinger (n)	C. W. Blackwell
MOUNT VERNON 12,375	Register-News (e) 7,019	.04	....	(I) (AP) (J) (3¢) (74)	Register-News Co... J. H. Rackaway, Pres.	J. E. Rackaway.....	J. Frank Bogan.....	C. J. Thompson (bm) Orian Metcalf (cm)	C. J. Thompson.....	L. Shehorn
MURPHYSBORO.. 8,211	Independent (e) 3,293	.03	.025	(I) (UP) (mer) (†) (J) (3¢-15¢w) (104-4)	Independent Pub. Co. J. E. Rockwell, Pres.	J. E. Rockwell..... Wm. G. Pigott	Wm. G. Pigott.....	J. E. Rockwell..... Mrs. A. L. Loless (bm) Ella Hassabrock (cm)	Wm. Inman..... M. Shadron (cl)	Albert Charles
OLNEY..... 6,140	Mail (e) 3,560	.025	....	(I) (INS) (41).....	Mail Pub. Co..... L. D. Yount, Pres.	Losier D. Yount..... Allen Yount	Allen Yount.....	Losier D. Yount..... C. Michels (cm)	Levi Tennyson.....	Carl Roberts
OTTAWA..... 15,004	Republican-Times (e) **7,437**	.045	.045	(I-R) (AP) (3¢-15¢w, $2) (2)	Republican-Times Ptg. Co. Fred A. Sapp, Pres.	L. M. Davis (me)....	J. R. Beffel..... Win Green (sp)	Fred A. Sapp..... V. A. Capsel (cm)	E. J. Kelly..... F. A. Sapp (n) L. H. Meady (cl)	L. V. Gonigan
PANA..... 5,835	Palladium (e) 1,100	.021	.021	(D) (J) (3¢-15¢w, 60¢m, $1.67) (139)	Palladium Ptg. Co., Inc. D. Michael, Pres.	Winfield B. Jordan...	Will F. Jordan.....	Winfield B. Jordan...	W. B. Jordan.....	G. W. Courtney
PARIS..... 8,781	Beacon-News (e) **4,967**	.04	....	(I-R) (UP) (J) (3¢-12¢w, 50cm, $1.50) (2)	Ernest M. Jenison...	Edward H. Jenison...	Walter S. Jump.....	Ernest M. Jenison...	Ernest M. Jenison... P. Van Gilder (cl)	Homer Hill Ross Morton (j)
PAXTON..... 2,892	Record (e) 814	.014	....	(R) (J) (2¢) (none).	H. A. Stevens.....	H. H. Stevens.....	.....	H. N. Stevens.....	.....	.....
PEKIN..... 16,119	Times (e) 6,098	.04	.036	(I) (UP) (mer) (3¢-15¢w) (2)	F. F. McNaughton...	F. F. McNaughton...	L. B. Watson..... Herb. Brenneman (sp)	M. J. Beardsley (bm) R. Paul Ketcham (cm)	D. W. Dittmer..... I. P. Nelson (n)	B. G. Phillippe
PEORIA..... 104,969 120,700 (City Zone)	Journal (e) **29,230**	....	....	(I) (AP) (*S) (mer) (†) (3¢-20¢w, 85¢m-$2) (44)	Journal-Transcript, Inc. Mrs. Henry M. Pindell, Pres. Carl P. Slane, Pub.	Fredk. Arthur Stowe.. E. E. Soules	Howard Kenny (e)... Wm. Lyttleton (m) Kenneth Jones (sp) Marilee Barger (Su)	Carl P. Slane..... H. W. Williams (cm).	R. A. Pratt..... Earl H. Maloney (n). Willis Brown (cl)	F. E. Wing (cm) C. W. Mallin (pm) C. H. Reed (sm)
	Transcript (m) **10,021**	....	....	(AP, UP) (mer) (†) (3¢-20¢w, 85¢m-$2) (44)						
	Combined daily (me) **39,251**	.09	.08							
	Sunday edition (S) **36,458**	.09	.08							
	Star (e) **33,288**	.07	....	(I) (INS, UP) (*S) (†) (3¢d, 10¢S, 20¢w-$2) (54)	Star Co..... Mrs. Fannie G. Baldwin, Pres.	Charles B. Smith....	Justus Schlotzhauer.. Fred Tuerk (sp)	Clarence Eyster (chm. bd.) Clarence Eyster (cm)	Louis Proehl..... Roy Ballou (cl)	Bert B. Manning
	Sunday edition (S) **38,007**	.07	....							
PERU..... 9,121	News-Herald (e) 3,179	.03	.025	(I) (AP) (†) (3¢-15¢w, 65¢m-$1.50) (74)	Daily News-Herald, Inc. I. J. Williams, Pres.	Ira J. Williams..... Charles Miller	John Blum..... Frank Metzinger (sp)	Ira J. Williams..... Robt. Doebsteiner (cm)	Robt. Kobl..... I. J. Williams (n)	Leo Leittl
PONTIAC..... 8,272	Leader (e) **3,341**	.03	....	(I-R) (UP) (J) (3¢-12¢w, 45¢m) (32)	Leader Pub. Co..... L. V. Pearre, Pres.	L. V. Pearre.....	G. L. Bigelow..... John McConaha (sp)	L. A. Clark..... Thelma Donnell (cm)	L. A. Clark.....	C. S. Brydia

(*Continued on page 34*)

Write is Might!

487,899 readers of the Chicago Herald & Examiner "took pen in hand" during the year just past. The sales resistance of that many readers—buyers of our newspaper and your products—was successfully broken down by the power of editorial appeal. They wrote for patterns, beauty products, fashion items, recipes, school catalogs . . . they phoned for diets for dogs, tips on travel, advice about apartments . . . and 37,315 of them took the trouble to pay personal visits.

The Herald and Examiner readership is not passive. Its responsiveness is not an intangible. It proves itself over and over, day after day—in replies to editorial features—in replies to advertising.

CHICAGO HERALD AND EXAMINER

National Advertising Representatives:

PAUL BLOCK ASSOCIATES

New York Office.....247 Park Avenue
San Francisco Office.....Monadnock Bldg.
Chicago Office.....Palmolive Bldg.
Philadelphia Office.....Guarantee Trust Bldg.
Detroit Office.....General Motors Bldg.
Cincinnati Office.....Enquirer Bldg.
Boston Office.....Little Bldg.
Los Angeles Office.....Chamber of Commerce Bldg.

REPORT OF INQUIRIES FROM CHICAGO HERALD AND EXAMINER FEATURES

52 Weeks Ending December 31, 1935

	Phone	Mail	Visits	Total
Irene King (Apartment Hunter).....	4,999	9,783	1,768	16,550
Educational Bureau.....	3,607	6,017	1,489	11,113
Prudence Penny.....	4,877	12,115	4,002	20,994
Radio (Behind the Mike).....	[illegible]	7,057	4,815	17,898
Josephine Huddleston (3/30/35)	[illegible]	[illegible]	1,193	10,918
Juliet Shelby.....	[illegible]	[illegible]	---	2,455
A. R. Millner (Bri[illegible]	[illegible]	[illegible]	78	693
Jean P. [illegible]	[illegible]	[illegible]	[illegible]	2,220
Sybil Dur[illegible]	[illegible]	[illegible]	[illegible]	769
Joan Mercer[illegible]	[illegible]	[illegible]	[illegible]	347
Peggy Swe[illegible]	[illegible]	[illegible]	[illegible]	251
Susan Tr[illegible]	[illegible]	[illegible]	[illegible]	565
Men's [illegible]	[illegible]	[illegible]	[illegible]	492
Women [illegible]	[illegible]	[illegible]	[illegible]	541
Wil[illegible]	[illegible]	[illegible]	[illegible]	[illegible]925
Rip[illegible]	[illegible]	[illegible]	[illegible]	[illegible]939
Pr[illegible]	[illegible]	[illegible]	[illegible]	[illegible]542
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]55
M[illegible]	[illegible]	[illegible]	[illegible]	[illegible]64
Bar[illegible]	[illegible]	[illegible]	[illegible]	[illegible]49
Teo[illegible]	[illegible]	[illegible]	[illegible]	[illegible]298
Sora[illegible]	[illegible]	[illegible]	[illegible]	[illegible]214
Blot[illegible]	[illegible]	[illegible]	[illegible]	[illegible],856
Maggi[illegible]	[illegible]	[illegible]	[illegible]	[illegible],714
Croo[illegible]	[illegible]	[illegible]	[illegible]	1,109
Bal[illegible]	[illegible]	[illegible]	[illegible]	5,018
Ca[illegible]	[illegible]	[illegible]	[illegible]	2,673
Do[illegible]	[illegible]	[illegible]	[illegible]	18,005
B[illegible]	[illegible]	[illegible]	[illegible]	22,245
A[illegible] Dog.[illegible]	[illegible]	[illegible]	[illegible]35	2,354
Bett[illegible]es.....	[illegible]	[illegible]	[illegible]	17,298
Gler[illegible]unn.....	[illegible]	[illegible]	[illegible]	2,333
Mar[illegible]tin (Pat[illegible]	[illegible]	[illegible],041	[illegible]	65,041
The [illegible]er.....	9,348	10,00[illegible]	[illegible]	25,403
Glenda Lane (Beauty).....	4,373	3,4[illegible]	[illegible]	7,810
General Info. & Travel Bureau.....	9,931	10,56[illegible]	[illegible]	31,948
	53,694	396,890	37,315	487,899

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech.Supt. Supt. Job
QUINCY	Herald-Whig									
39,241	(e) **23,452**	.11	....	(I) (AP) (5¢-20¢w) (2)	Quincy Newspapers, Inc. A. O. Lindsay, Pres.	C. F. Eichenauer.... Art Higgins	David Tuffli..... Fred Gray (sp) Allen Oakley (Su)	Ray M. Oakley..... Lawr. Thornhill (cm)	A. O. Lindsay..... Louis Straley (cl)	Sherman Irish
	Sunday edition (S) **23,822**	.11	....							
ROBINSON	News									
3,668 5,741 (1935 Est.)	(e) 3,416	.03	.025	(I) (UP) (†) (J) (3¢-15¢w-$2) (none)	Lewis & Lewis.....	Kent V. Lewis.....	Geo. H. McCarthy...	Kent V. Lewis..... F. W. Lewis (bm) M. M. Richards (cm)	H. L. Thompson..... Mary Beth O'Mara (cl)	Otto Willenborg Clyde Smith (i)
ROCKFORD	Morning Star									
85,864 100,179 (ABC City)	(m) **24,440**	....	....							
	Register-Republic (e) **25,112**	....	....							
	Combined daily (me) **49,552**	.16	....	(I-R) (AP, UP, INS, US, CNS) (†) (3¢d, 10¢S-15¢w, 65¢m) (78)	Rockford Consolidated Newspapers, Inc. Mrs. Ruth Hanna Simms, Pres.-Pub.	T. Barney Thompson John W. Grimes (me-m) Robert Rogan (me-c)	Curt West (m)..... John R. Rust (e) Harry D. Milne (sp-m) Richard Ramey (sp-c)	E. Kenneth Tod (bm). Frank K. White (cm)	Russell Chapman.... K. J. Nattrass (cl)	Earl E. Anderson
	Sunday edition (S) **25,578**	....	....							
	Evening & Sunday (ES)	.16	....							
ROCK ISLAND	Argus									
37,953 83,925 (City Zone)	(e) **13,933**	.075	....	(I) (AP, UP) (5¢-15¢w) (2)	J. W. Potter Co..... J. W. & B. H. Potter, Pubs. Mrs. M. E. Potter, Pres.	John W. Potter..... A. H. Williams (news)	H. E. Wilson..... Maurice Corken (sp)	Ben H. Potter (bm).. H. A. Nelson (cm)	L. C. Johnson..... F. C. Mueller (n)	Wm. F. Schmitt
SAVANNA	Times-Journal									
5,085	(e) 2,061	.025	.025	(I) (UP) (J) (2¢-12¢w, 50¢m) (74)	Times-Journal, Inc... F. J. Stransky, Pres.	D. C. Pickard.....	Florence D. Clikeman Nels Schmidt (sp)	D. C. Pickard..... Kathryn K. O'Neill (cm)	James E. King.....	Floyd Douglas
SHELBYVILLE	Union									
3,746	(e) 1,173	.014	....	(I) (UP) (J) (2¢-15¢w) (none)	Union Pub. Co.....	W. H. Taylor.....	Quentin Storm.....	W. H. Taylor.....	.....	W. H. Taylor (i)
SPRINGFIELD	Illinois State Journal									
71,864	(m) **32,291**	.08	....	(R) (AP, UP) (†) (3¢d, 10¢S) (101)	Ira C. Copley.....	J. Emil Smith.....	Robert A. Rennick... R. A. Drysdale (sp)	A. W. Shipton..... J. Paul Kienzle (cm)	W. F. Dagon..... R. C. Parrish (cl)	Thos. F. Grady
	Sunday edition (S) **28,695**	.08	....							
	Illinois State Register (e) **31,340**	.08	.057	(I-D) (AP, INS) (†) (3¢d, 10¢S-20¢w-$2) (143)	State Register Pub.Co. G. M. Clendenin, Pres.	V. Y. Dallman..... R. L. Stubbs	George Munford..... F. A. Weir (sp)	Geo. M. Clendenin... Fred V. Schuch (cm)	Walter H. Henkes... Dean Turley (n) F. A. Harbauer (cl)	A. R. Wilcox
	Sunday edition (S) **27,766**	.08	.057							
STERLING	Gazette									
10,012 13,905 (City Zone)	(e) **7,301**	.04	.04	(I-R) (AP) (5¢-20¢w-$2.66) (2)	Gazette Co..... D. W. Grandon, Pres.	D. W. Grandon..... Orville S. Storm (me)	O. S. Storm..... H. E. Kidd (sp)	Preston F. Grandon, (asso. mgr.) A. C. Carlson (bm) Geo. Engel (cm)	G. L. Robinson..... Golf Julsrud, Adv.Dir. Dean Brooks (cl)	Cyril Tyas
STREATOR	Times-Press									
14,728	(e) **6,911x**	.045	.04	(I) (AP) (4¢-20¢w) (2)	Times-Press Pub. Co.	John R. Fornof.....	W. J. Godfrey..... Ralph Hart (sp)	Jonh R. Fornof..... Geo. C. Stevens (cm)	S. E. Dennehe.....	Geo. Davidson
TAYLORVILLE	Breese-Courier									
7,316	(e) **4,217**	.035	.029	(I) (AP) (J) (3¢-15¢w) (74)	Breese Ptg. Co..... Frank Reed, Pres.	Frank Reed..... C. F. Jewell	Mrs. Edith Stitzel...	C. F. Jewell..... M. DesCarpentier (cm)	E. L. Jewell.....	W. B. Crow
WAUKEGAN	News-Sun									
33,499	(e) **11,982**	.065	.046	(I-R) (AP, INS) (†) (J) (3¢-15¢w, 65¢m-$2.25) (135)	Keystone P. & P. Service F. H. Just, Pres.-Pub.	Frank H. Just..... Geo. G. Crawford	E. J. Macklin..... J. F. Levandusky (sp)	F. W. Just (bm)..... F. H. Barney (cm)	Lawrence Comstock.. T. H. Hoye (n) C. Pavey (cl)	W. J. Grams D. F. Ford (i)
WEST FRANKFORT	American									
14,600	(e) 3,725	.035	....	(R) (UP) (J) (5¢-15¢w, 60¢m) (74)	T. J. Elkins & R. G. Kelly, Pubs. T. J. Elkins, Pres.	R. G. Kelly..... W. Henson Purcell	.....	N. G. Purcell (cm)...	T. J. Kelly (n)..... Eunice Kelly (cl)	Clyde Cooper
WHEATON	Journal									
7,258	(e) 2,214	.03	....	(I) (UP) (J) (2¢) (none)	George M. Smith....	George M. Smith....	W. C. Vining (sp)...	G. M. Reinig (bm)... R. Smith (cm)	L. W. Hawken.....	C. H. Hanson
WOOD RIVER	Press									
8,136	(e) 1,211	.018	....	(none).....	C. V. Stahl.....	C. V. Stahl.....	.....	E. R. Haven (cm)...	.....	Carl Howard
WOODSTOCK	Sentinel									
5,471	(e) 3,240	.03	....	(I) (J) (3¢) (none)..	C. F. Renich.....	C. F. Renich.....	.....	.....	.....	.....

INDIANA

City Population	Name of Newspaper Circulation	Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech.Supt. Supt. Job
ALEXANDRIA	News									
4,408	(e) 776	.02	.014	(I) (†) (J) (2¢-10¢w) (82)	K. J. Sullivan.....	K. J. Sullivan.....	Marion Lauderback.. Sherill Fox (sp)	K. J. Sullivan (bm).. Crystal Thomas (cm)	K. J. Sullivan.....	Jesse Eaton
	Times-Tribune (e)	.02	....	(I) (UP, INS) (J) (2¢) (74)	R.B.Emshwiller, Pres.	R. M. Yelvington...	.....	.....	R. B. Emshwiller (n).	A. G. French
ANDERSON	Bulletin									
39,804	(e) **15,339**	.055	....	(I) (AP) (3¢) (2)...	Bulletin Pg.& Mfg.Co. T. McCullough, Pres.	D. J. Cuttenberger..	Geo. D. Cuttenberger	Thos. McCullough...	R. J. Wilson.....	H. McKinley
	Herald (m) **11,117**	.05	....	(R) (AP) (J) (3¢-15¢w, 65¢m) (96)	Herald Pub. Co..... Mrs.H.W.Toner, Pres.	J. A. Keefe..... O. W. Bluemlee	C. W. Haven (sp)...	J. A. Keefe..... E. A. Bailey (cm)	W. S. Parker..... V. Kelly (cl)	Benton Liston (i)
	Sunday edition (S) **11,526**	.05	....							
ATTICA	Ledger-Tribune									
3,700	(e) 2,586	.025	....	(R) (INS) (†) (J) (74)	J. F. McDermond, Jr.	J. F. McDermond, Jr.	.....	E. L. Ray (bm).....	J. F. McDermond, Sr.	LeRoy Balm
AUBURN	Star									
5,088	(e) 2,061	.02	....	(I) (UP) (J) (3¢) (none)	V. E. Buchanan.....	.....	.....	G. H. Hachet (bm).. F. H. Nicolai (cm)	V. E. Buchanan.....	S. G. Kimmell
BEDFORD	Mail									
13,208	(e) 1,577	.025	....	(R) (UP) (2¢) (none)	Fred B. Otis.....	Fred B. Otis.....	Douglas M. Smiley..	W. E. Deming (cm)..	Fred B. Otis.....	Fred B. Otis (i)
	Times (e) 3,750	.03	.018	(D) (AP) (J) (3¢) (none)	Chas. P. Butler.....	Chas. P. Butler.....	R. B. Dye..... Louis Sullivan (sp)	C. P. Butler.....	W. C. Crawford.....	Bryan Moore
BICKNELL	News									
5,212	(e) 2,782	.02	.02	(R) (AP) (3¢-15¢w, 65¢m) (127)	William D. Murray..	Maynard Lemen....	Maynard Lemen....	William Murray..... H. Ritterskamp (cm)	Wm. D. Murray.....	Wm. Powell
BLOOMFIELD	World									
2,298	(e) 1,789	.025	....	(D) (J) (3¢) (26)...	James Law.....	James Law.....	Mary N. Slinkard... William Law (sp)	James Law.....	James Law.....	Jack Norris
BLOOMINGTON	Telephone									
18,227	(e) **7,158**	.04	....	(I-R) (UP, INS) (J) (3¢) (127)	B. W. Bradfute.....	Blaine W. Bradfute..	Herbert Skirvin.....	Caroline Payne (cm).	R. A. Harding.....	Sanford Denker
	World (e) **4,116**	.03	.03	(D) (AP) (†) (J) (3¢-12¢w, 50¢m-$1.50) (26)	Purcell Pub. Co..... Ella R. Purcell, Pres.	Geo. W. Purcell.....	W. C. Miller..... H. Walterhouse (sp)	Geo. W. Purcell..... L. V. Coffin (cm)	J. S. Neal..... V. H. Wiseman (n) E. Mills (cl)	M. Crites C. C. Davis (i)
BLUFFTON	News-Banner									
5,049	(e) 4,362	.032	....	(I) (UP) (J) (3¢-15¢w) (none)	News-Banner Corp.. David H. Swaim, Pres.-Pub.	Roger G. Swaim.....	Orin Craven..... Frank.in Buckner (sp)	Roger G. Swaim..... F. G. Thompson (bm) B. L. Hart (cm)	P. F. Herrmann..... R. G. Swaim (n)	Chas. Anderson Frank Ulmer (i)
BRAZIL	Times									
8,744	(e) 4,397	.035	.025	(R) (UP) (J) (3¢-15¢w) (74)	Henkel Pub. Co., Inc. Geo. H. James, Pres.	Ralph H. Plumb.... Geo. H. James	Ralph H. Plumb....	James A. Raper..... Hugh Halcomb (cm)	Joseph P. Badger....	James Asdale John Frew (i)
CLINTON	Clintonian									
7,935	(e) 3,042	.025	.025	(I) (UP) (J) (3¢-15¢w, 60¢m) (74)	Pierce Press, Inc..... H. R. Pierce, Pres.	Harriet R. Pierce....	Herbert R. Lewis.... John Acklimie (sp)	D. L. Stitt..... Ronald James (cm)	Eugene B. Vaughn...	A. E. Van Horn
COLUMBIA CITY	Commercial Mail									
3,806	(e) 1,252	....	....	(R) (UP, INS) (J) (3¢-12½¢w, 50¢m) (127)	Post & Mail Pub. Co.	F. W. Riddick (c-M). James D. Adams (P)	John Q. Adams.....	Jas. D. Adams & F. W. Riddick (bm) B. K. Wells (cm)	Foster W. Riddick... B. K. Wells (cl)	Randall Gregg
	Post (e) 1,654	....	....	(D) (UP, INS) (J) (3¢-12½¢w, 50¢m) (127)						
	Combined daily (e) 2,906	.03	....							
COLUMBUS	Herald									
12,118	(e)	.014	....	(D) (none).....	D. D. Locke.....	D. D. Locke.....	.....	.....	.....	.....
	Republican (e) **4,914**	.035	.03	(I-R) (AP, UP, INS) (3¢-15¢w-$2) (none)	Raymond S. Brown..	Melvin Lostutter....	Robert Gordon.....	Raymond S. Brown.. W. H. Nicholson (cm)	Dallas Robertson.... R. S. Brown (n) Lorella Boeschen (cl)	R. S. Brown
CONNERSVILLE	News-Examiner									
12,795	(e) 4,790	.035	....	(I) (AP) (J) (mer) (3¢-15¢w, 60¢m) (119)	News-Examiner Co.. Mrs. E. W. Tatman, Pres.	Geo. S. Tatman..... E. I. Higgs	Candace Murray.... A. E. Neal (sp)	Geo. S. Tatman..... H. D. Gilliland (cm)	J. L. Foster..... V. Griffith (n)	C. G. Chitwood A. E. Neal (i)

(*Continued on page 36*)

CHICAGO'S ONLY PICTURE NEWSPAPER

1930 **1935**

The ONLY Chicago Newspaper

with 26 CONSECUTIVE MONTHS of GAINS in Retail Display Advertising

FROM NOV., 1933 to DEC., 1935

a total gain of 1,690,540 LINES

THE TIMES was the only newspaper in Chicago's evening field to show a gain in retail display advertising for 1935. And this in face of two local rate increases during the period. Growing circulation plus increasing productiveness are the reasons.

The rates for National Advertising are the same as in 1930. Increasing circulation has brought the milline rate down more than 37%. The TIMES now offers the lowest cost, volume-producing market in Chicago's evening field.

THE TIMES

CHICAGO'S PICTURE NEWSPAPER

NATIONAL REPRESENTATIVES

SAWYER-FERGUSON-WALKER CO.

NEW YORK DETROIT CHICAGO

Tie in with THE TIMES in 1936

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Nat. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CRAWFORDSVILLE 10,359	Journal-Review (e) 7,837x	.05	....	(I) (AP) (†) (J) (3¢-12¢w, 50¢m-$1.33) (74)	Journal-Review, Inc. A. M. Smith, Pres.	.....	.....	Foster Fudge.....	.....	.....
DECATUR..... 5,156	Democrat (e) 3,260	.02⁵	....	(D) (UP) (J) (2¢-10¢w) (127)	Democrat Co..... J. H. Heller, Pres.	J. H. Heller.....	Pete Reynolds.....	J. H. Heller..... A. R. Holthouse (bm) C. E. Holthouse (cm)	A. R. Holthouse.....	.....
EDINBURG..... 2,209	Courier (e) 1,412	.02	....	(I-R) (J) (2¢, 10¢w, 1½¢) (none)	E. C. Allison.....	H. A. Allison..... E. C. Allison	H. A. Allison..... R. Stine (sp)	E. C Allison..... H. A. Allison (bm) Russell Kelly (cm)	H. Allison.....	J. E. Allison
ELKHART..... 22,949	Truth (e) 13,557	.055	....	(I) (AP) (2¢-12¢w) (41)	Truth Pub. Co., Inc. C. D. Greenlead, Pres.	Tom H. Keene.....	M. M. Frink..... Tom Stephenson (sp)	Tom H. Keene..... D. E. Miller (bm) S. D. Danforth (cm)	W. M. Fuller.....	D. A. Letherman
ELWOOD..... 10,655	Call-Leader (e) 2,372	.03	....	(R) (UP) (J) (3¢) (127)	Robert H. Carpenter.	Harry Neanover.....	Harry Neanover.....	R. H. Carpenter (bm) Ruth Wershing (cm)	Ben Baker.....	A. J. Smith
EVANSVILLE..... 102,249	Courier (m) 32,375	.08	....	(I) (AP) (†) (3¢d, 7¢S) (135-47)	Evansville Courier, Inc. Anna Bosse, Pres. Ed. J. Fehn, Pub.	Don Scism (m)..... J. C. Kerlin (e)	Monte Grant (m).... H. Miller (e) Dan Scism (sp)	Ed J. Fehn..... A. G. Hollander (bm) G. R. Benedict (cm)	A. G. Hollander..... D. H. Roberts (cl)	W. J. Rogers
	Journal (e) 8,047	.04	....	(I) (AP) (†) (3¢) (135-47)						
	Combined daily (me) 40,322	.10	....							
	Sunday edition (S) 33,719	.08	....							
	Press (e) 25,147	.07	....	(I) (UP) (3¢d, 7¢S-20¢w-$1.67d, $5S) (129)	Evansville Press Co.. W. C. Bussing, Pres.	Frank R. Ford.....	Carl Ritt..... Dick Anderson (sp) Clifton Brooks (Su)	W. C. Bussing (bm).. Jack Price (cm)	A. Herron..... F. Rickhoff (n) C. Howard (cl)	A. Becker
	Sunday edition (S) 26,888	.07	....							
FORT WAYNE... 114,946	Journal-Gazette (m) 42,169	.10	.07	(D) (AP, UP) (†) (3¢d, 7¢S-20¢w-$1.67) (135)	Journal-Gazette Co.. W. A. Kunkel, Jr., Pres.-Pub.	Frank Roberts.....	Wm. M. Kellogg.... Robt. A. Reed (sp)	W. A. Kunkel, Jr.... F. B. Ritchey (bm) B. M. Parks (cm)	A. Schaefer..... Paul Schilling (n) Wm. Harmeyer (cl)	C. F. Schaefer
	Sunday edition (S) 28,655	.10	.07							
	News-Sentinel (e) 53,612	.12	.075	(R) (AP, UP, INS) (¢Sat) (†) (3¢-15¢w-$1.66) (2)	News Pub. Co..... O. G. Foellinger, Pres.-Pub.	A. K. Remmel.....	Bryan P. Martin.... Howard Tenney (sp)	O. G. Foellinger..... Earl Shea (bm) W. G. Andrews (cm)	E. F. Bennett Earl Shea (n) Edna Ruge (cl)	
FRANKFORT..... 12,196	Times (m) 8,333	.05	.033	(R) (AP) (J) (3¢-15¢w, 65¢m-$1.50) (127)	G. Y. Fowler's Sons..	French Ragsdale.... Walter S. Fowler	Paul J. Neifeld..... C. Yarbrough (sp)	Max Fowler..... P. W. Sertain (cm)	Morris B. Fox (local) P. W. Sertain (n)	Will G. Ross
	Sunday edition (S) 8,333	.05	.033							
FRANKLIN..... 5,682	Star (e) 3,110	.025	.018	(I) (UP) (J) (2¢-12¢w, 50cm) (none)	Aikens & Sellers.....	Raymond H. Sellers..	Jean Bradnick..... John Sellers (sp)	W. W. Aikens (bm).. M. L. Vandivier (cm)	James A. Wagganer.. E. B. Admire (cl)	Noel D. May W. W. Aikens (i)
GARY..... 100,426	Post-Tribune (e) 19,185	.08	.053	(I) (AP, UP, INS) (†) (3¢) (21-55a)	Gary P. & P. Co..... H. B. Snyder, Pres. J. R. Snyder, Pub.	H. B. Snyder..... A. Myron Harris	Arnold Coons..... Norman Werry (sp)	F. E. Westcott & H. B. Snyder (bm) W. C. Todd (cm)	F. E. Westcott..... P. S. Blue (cl)	A. S. Cutshaw
GOSHEN..... 10,397	News-Times & Democrat (e) 5,186	.04	.034	(I) (AP, UP, INS) (†) (J) (3¢-15¢w-$2) (54)	News Ptg. Co..... O. M. Kinnison, Pres. D. L. Barnhart, Se.	Roscoe C. Lehman...	J. C. Hughes..... Dale C. Peffley (sp)	D. L. Barnhart &. O. M. Kinnison (bm) Ted Lehman (cm)	Leon Summy..... D. L. Barnhart (n) Ted Lehman (cl)	Walter Biscomb C. Lustenberger (i)
GREENCASTLE.. 4,613	Banner (e) 3,020	.03	.025	(I-D) (UP) (J) (2¢-10¢w) (74)	S. R. Raridan.....	S. R. Raridan.....	.....	.....	.....	.....
GREENFIELD.... 4,188	Reporter (e) 2,265	.021	....	(I) (INS) (J) (2¢-10¢w, 40¢m-$1.25) (26)	Viola B. Spencer....	Dale B. Spencer..... F. E. Johnson	D. B. Spencer.....	V. B. Spencer..... D. B. Spencer (cm)	D. B. Spencer..... V. B. Spencer (n)	D. B. Spencer J. E. Backus (i)
GREENSBURG... 5,702	News (e) 3,391	.025	.025	(R) (AP) (J) (3¢-12¢w) (127)	L. D. Braden & E. J. Hancock, Pubs. L. D. Braden, Pres.	L. B. Braden & E. J. Hancock	K. N. Rinker.....	E. J. Hancock..... Walter B. Lowe (bm) Chas. B. Evans (cm)	Walter B. Lowe.....	W. H. Wintin Ora C. Pearce (i)
HAMMOND..... 64,560 142,822 (City Zone)	Times (e) 21,024	.08	.055	(I-R) (INS, UP) (†) (2¢-12¢w) (21)	Lake County P. & P. Co. Sidmon McHie, Pres.-Pub.	P. A. Parry.....	Rex L. Hidy..... John Whitaker (sp)	A. O. Woolridge & Gregory A. Lutz (bm) E. Fitzgerald (cm)	S. M. Postlewaite.... Joseph Hirts (cl)	.....
HARTFORD CITY 6,613	News (e) 2,072	.025	....	(D) (UP) (J) (3¢) (74)	E. E. Cox, Printer, Inc.	N. E. Townsend.....	.....	Jack Dolan.....	.....	Walter Jones
	Times-Gazette (e) 2,066	.02	....	(R) (INS) (J) (3¢) (127)	H. E. Honey.....	H. E. Honey.....	.....	R. W. Montfort (bm) Cleola Lord (cm)	H. E. Honey.....	Paul Wright
HUNTINGTON... 13,420	Herald-Press (e) 6,552	.05	.045	(I-R) (AP) (†) (3¢d, 5¢S $1.50) (127)	Huntington Newspapers, Inc. E. C. Pulliam, Pres.	Howard Houghton... Chas. M. Paul	Kenneth Keller..... Cloyce Nichols (sp)	Howard W. Zinn.... Paul M. Casey (cm)	J. F. Finnegan..... M. Fettinger (cl)	D. Harvey
	Sunday edition (S) 6,562	.05	.045							
	News (e)	.035	....	(D) (J) (5¢) (135)	Huntington Ptg. Co.	C. W. H. Bangs.....	.....	.....	.....	.....
	Sunday edition (S)	.035	....							
INDIANAPOLIS.. 364,161	Commercial (m) 1,207	.05	....	(D) (J) (5¢-$1.25m-$4) (116)	Commercial Pub. Co., Inc. Mark R. Gray, Pres.	Mary R. Gray.....	William Gray.....	Mary R. Gray..... J. A. Bradford (bm) Kenneth Vann (cm)	Thomas Roberts	Roy Rafert G. F. Seaton (i)
	News (e) 145,290	.27	.18	(I) (AP, UP) (†) (mer) (3¢-12¢w, 52¢m-$1.75) (25-87)	News Pub. Co..... W. C. Fairbanks, Pres.-Pub.	Stephen C. Noland.. C. Walter McCarty	Wayne Guthrie..... Ray Thompson	Warren C. Fairbanks J. N. Shryock, (a.gm) F. T. Carroll (bm) Ray S. South (cm)	Frank T. Carroll.... R. M. Reynolds (n) George A. Sass (cl)	Wm. H. Williams
	Star (m) 120,274	.22	.10	(I-R) (AP, UP) (¢S) (†) (J) (3¢d, 10¢S-15¢w, 10¢S-$1.75d-$8.50S) (78-12)	Star Pub. Co..... J. C. Shaffer, Pres.-Pub.	J. C. Shaffer..... J. A. Stuart	Wm. L. McClure.... W. B. Patton (sp) D. L. McClure (Su)	B. F. Lawrence..... E. C. Woempner (bm) Chas. Payne (cm)	W. D. Keenan..... H. F. Dowell (n) R. H. Watson (cl)	E. C. Woempner C. J. Gary (i)
	Sunday edition (S) 153,938	.27	.16							
	Times (e) 81,452	.15	.08	(I) (UP, SHNA) (†) (3¢-12¢w-$1.75) (129)	Times Pub. Co..... Roy W. Howard, Pres.	Ludwell Denny.....	Chas. E. Carll, Jr.... Eddie Ash (sp)	Earl D. Baker (bm).. C. W. Bavinger (cm)	E. A. Tapscott..... Geo. V. Horton (n) H. E. Clarke (cl)	C. C. Cox
JEFFERSONVILLE 11,946	News (e) 2,330	.025	.018	(D) (mer) (J) (2¢-10¢w, 40¢m (26)	News & Journal Co..	Dean Mitchell.....	Dean Mitchell..... H. McGregor (sp)	Earl Krear..... Mabel Hay (bm) Eugene Butler (cm)	Earl Krear..... Mabel Hay (n) Carrie Mears (cl)	Paul Taylor
KENDALLVILLE. 5,439	News-Sun (e) 2,035	.02	.015	(I) (UP) (J) (2¢-12½¢w, 50¢m) (74)	Kendallville Pub. Co.	C. W. Bridenthal....	R. V. Fischer.....	C. W. Bridenthal....	H. M. Shaw..... C. W. Bridenthal (n)	W. S. Osborne
KOKOMO..... 32,843	Tribune (e) 14,956	.07	.05	(I-R) (AP, UP) (3¢-15¢w, 65¢m-$1.50) (2)	J. A. Kauts.....	J. A. Kauts..... E. M. Souder	Donald F. Hall..... Mark Ogden (sp)	H. A. Rayburn (bm). G. D. Bender (cm)	G. J. Murphy..... H. A. Rayburn (n)	Kenneth Spence
LAFAYETTE..... 31,335 (City Zone)	Journal & Courier (e) 25,665	.08	....	(I-R) (AP, INS) (2¢-10¢w) (86)	Journal-Courier Pub. Co. H. W. Marshall, Jr., Pub. H. W. Marshall, Pres.	Geo. W. Stout..... H. C. Light	H. Heimlich..... G. Graham (sp)	Frank P. Vogt (bm).. J. T. Hoffman (cm)	C. W. Nelson.....	G. Kummings
LA PORTE..... 15,755	Herald-Argus (e) 6,263	.04	.025	(I) (UP) (mer) (†) (3¢-15¢w-$2) (1-101)	La Porte Ptg. Co.... H. A. Lindgren, Pres.-Pub.	Charles A. Beal..... Cy. R. Parker	Forbes N. Julian.... Thos. Ciecka (sp)	H. A. Lindgren..... C. A. Beal (bm) M. E. Moyer (cm)	G. E. Moss..... H. S. Badger (n)	P. F. Wells
LEBANON..... 6,445	Reporter (e) 3,784	.03	.03	(I) (INS) (J) (3¢-15¢w, 60¢m) (none)	Lebanon Newspapers, Inc. E. C. Pulliam, Pres.	Eugene C. Pulliam... J. M. Batterton	Alva H. Wynkoop...	Jesse M. Batterton.. J. B. Love (cm)	Geo. L. Carey..... L. B. Slagle (cl)	Earle Gilliers
LINTON..... 5,085	Citizen (e) 3,036	.025	.025	(D) (UP) (J) (3¢-15¢w) (127)	John A. Watkins....	John A. Watkins....	Kennith Bennett....	John A. Watkins....	John A. Watkins....	Hoyt Clark

(*Continued on page 38*)

DOMINATING

the Indianapolis Radius

During 1935, The News sold itself to more people than have ever read any daily newspaper in Indiana. That's why it so successfully sells the products and services of its advertisers to its readers.

1935 CIRCULATION—147,090

1935 TOTAL DISPLAY ADVERTISING—8,141,950 LINES

Retail 439,321 Lines GAIN
General 119,669 Lines GAIN
Total 565,761 Lines GAIN

The INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

NEW YORK:
Dan A. Carroll, 110 E. 42nd St.

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LOGANSPORT 18,508	Pharos-Tribune (e) 11,739	.05	.05	(I) (UP) (3¢-15¢w-$1.50) (1-101)	Pharos-Tribune Co S. O Berman, Pub.	Allen Q. Sauers	Allen Q. Sauers John F. Carroll (sp)	S. O. Berman Geo. D. Grubbs (bm) J. M. Dunn (cm)	Walter Newman G. D. Grubbs (n) G. C. Henry (cl)	Al Rettig
	Press (m) 9,858 Sunday edition (S) 10,050	.045 .045	.04 .04	(R) (AP) (mer) (†) (J)(3¢-12½¢w)(2)	Six County Pub. Co. W. H. Kerrigan, Pub.	W. H. Kerrigan	F. S. Eicher	A. Morgan (bm) R. E. Campbell (cm)	C. E. Elliott T. T. McMillen (n) Marion Taylor (cl)	Everett Koontz
MADISON 6,530	Courier (e) 2,661	.025	....	(R) (AP) (104-4)	Courier Co. M. E. Garber, Pres.	M. E. Garber	Lloyd G. Neal	G. P. Sjeldon (cm)		H. Hasfurter
	Herald (e) 1,065	.018	....	(D) (INS) (J) (3)	Herald Co., Inc. J. B. Niesse, Pres.	John B. Niesse	Earl E. Douglas	John B. Niesse John Coleman (cm)		
MARION 24,496	Chronicle (e) 8,505	....	....	(I) (AP, INS) (†) (3¢d, 10¢S) (139)	Chronicle Pub. Co. G. D. Lindsay, Pres. D. B Lindsay, Pub.	G. D. Lindsay (m) Carl Huston (e) W. W. Durbin (Man. Ed.)		Gard. J. Thomas (bm) Mar. E. Rupley (cm)	E. W. Camp E. L. Barker (n)	E. L. Hall
	Leader-Tribune (m) 7,779	....	....							
	Combined Daily (me) 16,284	.075	....							
	Sunday edition (S) 15,376	.075	....							
MARTINSVILLE 4,962	Reporter (e) 2,272	.02	....	(I) (UP) (J) (127)	H. J. Martin	H. J. Martin				
MICHIGAN CITY 26,735	Dispatch (e) 3,612	.03	....	(I-D) (UP) (†) (J) (3¢-15¢w,60¢m-$2) (74)	Dispatch Pub. Co. J. H. Nixon, Pres.	J. E. McDonald	Al Spires Erlwin Greening (sp)	J. E. McDonald Lyman Snyder (cm)	Don Nixon Harold Messner (cl)	Gus Bobinski Wm. Whitefield
	News (e) 5,571	.05	.03	(I-R) (AP) (J) (3¢-15¢w, 65¢m-$1.25) (21)	H. R. Misener	H. R. Misener (me)	Louis Carow John Keys (sp)	H. R. Misener H. E. Northam (bm) Frank Crooks (cm)	Loran W. Linard	Lesley Miller Emil Olsen (j)
MONTICELLO 3,107	Journal (e) 1,681	.021	....	(I) (INS) (J) (none)	Lawrence O. Corey	Lawrence O. Corey				Edwin Shell
MOUNT VERNON 5,035	Democrat (e) 2,296	.02	.02	(D)(UP)(J)(2¢-12¢w, 50¢m) (127)	Edward F. Alles	Orvan R. Hall	Orvan R. Hall Gene Russell (sp)	Edward F. Alles	O. R. Hall	John L. Clark
MUNCIE 46,548	Press (e) 18,379	.06	....	(I) (AP, UP) (†) (3¢-15¢w, $2)(123)	Press Pub. Co., Inc. G. Lockwood, Pres.	W. E. Sutton L. J. Parkinson	H. A. Silverburg	Gordon B. Lockwood. W. C. Worcester (cm)	W. R. Robinson W. C. Worcester (n) Isabel Props (cl)	
	Star (m) 23,233 Sunday edition (S) 15,105	.08 .06	....	(I-R) (AP) (†) (3¢d, 10¢S-25¢w-$1.65d, $6.75S) (78-12)	Star Pub. Co. J. C. Shaffer, Pres.	John C. Shaffer John O. Ferris	Vernon Winder Bob Barnet (sp)	Frank E. Harrold Fred C. West (bm) Horace E. Payne(cm)	Lewis A. Baldwin T. E. Skillman (cl)	
NEW ALBANY 25,819	Tribune (e) 3,614	.025	.025	(R) (J) (3¢-10¢w) (139)	Tribune Co. W. S. Montgomery, Pres.	W. S. Montgomery J. E. Montgomery	Gus E. Weinmann	J. A. Montgomery B. C. Wicker (cm)	Mark H. Miller J. E. Montgomery (n) Isobel May (cl)	Frank Moran Wm. Long (j)
NEW CASTLE 14,027	Courier-Times (e) 8,137	.05	.045	(I)(AP)(J)(3¢-12¢w) (127)	New Castle Ptg. Co. W. S. Chambers, Pres.	W. S. Chambers Scott Chambers	Allen C. Hiner Robt. Stranahan (sp)	W. S. Chambers Gilford Eden (cm)	Harry Cooper R. J. Kerr (cl)	Leroy Decker A. L. Young (j)
NOBLESVILLE 4,811	Ledger (e) 2,915	.025	.025	(R)(UP)(J)(3¢-12¢w, 50¢m) (127)	Daily Ledger, Inc.	C. S. Neal (me)		C. S. Neal		
PERU 12,730	Tribune (e) 7,125	.05	.043	(I) (UP) (3¢-15¢w) (74)	Tribune Pub. Co. E. H. Nixon, Pres.	Thomas J. Walsh	Geo. Stites (sp)	R. C. Averitt M. L. Collins (bm) C. A. Lawrence (cm)	R. C. Averitt M. L. Collins (n) M. Fogleman (cl)	G. Van Steenbergen
PLYMOUTH 5,290	News (e) 2,580	.03	.021	(D) (INS) (3¢-15¢w-$2) (82)	Roland B. Metaker	Roland B. Metaker Clay W. Metaker		Clay W. Metaker	Clay W. Metaker	R. M. Rathke
	Pilot (e) 2,524	.025	.025	(R)(UP)(J)(3¢-15¢w) (139)	Pilot Co.	S. E. Boys	Howard Grossman Junior Pinney (sp)	S. E. Boys Alfred R. Boys (cm)	Howard Grossman M. Born (cl)	Art Bihler Robert Bowen
PORTLAND 5,276	Commercial Review (e) 2,362	....	....	(D) (UP) (2¢) (127)	A. A. Kist	Robert M. Kist		Arthur E. Lee	Arthur E. Lee	O. Fikel
	Sun (e) 2,074			(R) (UP) (2¢) (127)						
	Combined daily (e) 4,436	.03	....							
PRINCETON 7,505	Clarion-News (e) 2,167	.02	....	(R) (INS) (†) (3¢-10¢w) (127)	Clarion Pub. Co., Inc. H. E. Scheerer, Pres.	Robert E. Lawrence	Blythe Fettinger (sp)	A. J. Wilhelm C. S. Harris (cm)	Virgil E. Faust Lorraine Louis (cl)	Roy Montgomery
	Democrat (e) 3,186	.02	.02	(I-D) (UP) (†) (J) (3¢-10¢w) (26)	John C. Gorman	John C. Gorman	Geo. Pride Lester Mehan (sp)	John C. Gorman Bertha Stormont (cm)	John Gorman, Jr.	N. S. Roberts
RENSSELAER 2,798	Republican (e) 1,300	.025	....	(R) (J) (2¢) (82)	S. C. Robinson	H. B. Clark		S. C. Robinson (bm)		
RICHMOND 22,493	Palladium (e) 9,808	....	....	(I) (AP (3¢d, 5¢S, 15¢w,65¢m-$1.50) (17)	Palladium Pub. Corp. E. H. Harris, Pres.	L. M. Feeger	Joe Reis (e) Ed Kaeuper (m) R. Horton (sp)	E. H. Harris L. T. Walker (cm)	Hoyt F. Boylan	G. A. Righter
	Item (m) 12,312	....	....							
	Combined daily (me) 22,120	.09	....							
	Sunday edition (S) 14,461	....	....							
	Evening & Sunday (ES)	.09	....							
ROCHESTER 3,518	News-Sentinel (e) 3,052	.025	....	(I) (UP) (†) (J) (127)	Barnhart-Van Trump Co. H. A. Barnhart, Pub.	Hugh A. Barnhart Carl Van Trump		Hugh A. Barnhart Arthur Carroll (cm)	Carl Van Trump	Floyd Van Trump
RUSHVILLE 5,709	Republican (e) 2,746	....	....	(R) (AP) (J) (2¢) (127)	Republican Co. E. J. Hancock, Pres.	Louis C. Hiner (e) Barton Cartmel (m)	Wm. Hougland	E. J. Hancock W. L. Kendall (bm) Roy Montgomery(cm)	O. R. Cartmel Mrs. Leah Simpson (cl)	Frank Prinz W. L. Kendall
	Telegram (m) 708	....	....	(D) (AP) (J) (2¢) (127)						
	Combined daily (me) 3,454	.03	....							
SEYMOUR 7,508	Tribune (e) 2,628	.02	....	(I) (AP) (mer) (127)	Tribune Co., Inc.	John H. Conner		John H. Conner W. H. Hughes (cm)		C. H. Reisner
SHELBYVILLE 10,618	Democrat (e) 5,002	.025	....	(D) (AP) (†) (J) (2¢-10¢w) (127)	Democrat Pub. Co. D. W. Avery, Pres.	Ralph Cheshire John D. DePres	Norman Thurston	John D. DePres Fred L. Jones (cm)	M. T. Ayers Thelma Henry (n)	D. W. Avery W. L. McNeal
	Republican (e) 3,197	.02	....	(R) (INS) (J) (2¢) (26)	Shelby Pub. Co., Inc. Carl F. Ogle, Pres.	Carl F. Ogle		Media S. Ogle (cm)	Leo M. Kinman (n)	James S. Crow
SOUTH BEND 104,193	News-Times (e) 27,779 Sunday edition (S) 26,964	.08 .08	.07 .07	(I) (INS) (3¢-20¢w, 87¢m-$1.50d, $7S) (86)	News-Times, Inc. J. M. Stephenson, Pres.-Pub.	Jos. M. Stephenson Harry C. Warren	Ross Nelson James M. Costin (sp)	Mortimer P. Reed Ed R. Gowdy (cm)	Neal B. Welch Robt. F. Emmons (n) J. L. Siselove (cl)	
	Tribune (e) 39,056 Sunday edition (S) 37,930	.09 .09	.06 .06	(R) (AP, UP) (3¢-16¢w-$1.50d, $7S) (137)	F. A. Miller	F. A. Miller R. H. Horst	Halford Houser Jack Ledden (sp)	N. C. Snyder (cm)	W. S. Bowman E. J. Meehan (n) H. M. Hatfield (cl)	J. W. Harding
SPENCER 2,179	World (e) 1,317	.02	.018	(D) (J) (3¢-12¢w, 48¢m) (26)	Ben Kaufman	Ben Kaufman		Ben Kaufman	H. L. Kaufman (cl)	C. A. Livingston
SULLIVAN 5,206	Times (e) 3,070	.025	....	(D) (UP) (J) (139)	Paul Poynter	Paul Poynter				

(*Continued on page* 39)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
RRE HAUTE... 10	Star (m) **24,936**	.07	....	(R) (AP, UP) (#S) (†) (3¢d, 10¢S-15¢w, 10¢S-$1.67d, $7S) (135)	Tribune Pub. Co. A. C. Keifer, Pres.	James Benham (m) Wm. F. Cronin (e)	S. D. Fox (m) M. P. House (e) Dick Forbes (sp-m) Bob Nesbit (sp-e) Wm. F. Cronin (Su)	A. C. Keifer Paul Hanrahan(cm-m) J. T. Hanrahan(cm-e)	Frank Shannon Lou Keifer (n) Katherine Heinig (cl)	Albert White
	Tribune (e) **25,968**	.08	....	(D) (AP, UP) (†) (3¢-15¢w-$1.67) (135)						
	Combined daily (me) **50,904**	.13	....							
	Sunday edition (S) **26,219**	.08	....							
TON..... 86	Tribune (e) 2,545	.02	.02	(I) (UP) (†) (J) (2¢-12¢w) (127)	Ramsay & O'Banion.	F. N. Ramsay	Fred S. Ogleby	C. L. O'Banion L. M. O'Banion (cm)	C. L. O'Banion F. N. Ramsay (n)	Fred Saisline C. L. O'Banion (j)
ION CITY..... 84	Hub City Gazette (m) 1,825	.02	....	(2¢) (127)	Russell E. Wise, Pres.	Jack Richman		Ray S. Meredith	Ray S. Meredith	
	Times (e) 1,740	.021	....	(R) (J) (2¢) (26)	R. Patchell	R. Patchell		R. Patchell Roy Mote (cm)		
LPARAISO..... 20	Vidette-Messenger (e) 3,748	.035	.03	(I-R) (UP, INS) (3¢-15¢w, 65¢m-$1.50) (74)	Vidette-MessengerCo. Lynn M. Whipple, Pres.	Lynn M. Whipple	Englebert Zimmerman Robert Allett (sp)	Avery B. Weaver(bm) B. Warner (cm)	Robert Bibler A. B. Weaver (n) Ray Warner (cl)	John G. Allett
NCENNES..... 84	Post (m) 6,511	.04	....	(D) (UP) (3¢d,15¢w) (37)	Vincennes Post, Inc. E. A. Emison, Pres. Sam & Emily Emison	E. Adams Emison James Henry (Assoc.)	Cecil Munson Dwight Oliver (sp)	E. Adams Emison Walter Lockwood (cm)	C. Heiner	Coleman Nance
	Sunday edition (S) 6,598	.04	....							
	Sun-Commercial (e) **8,786**	.06	.04	(D) (AP) (†) (3¢-15¢w, 60¢m-$1.50) (127)	Vincennes News-papers, Inc. E. C. Pulliam, Pres.	Ross H. Garrigus H. N. Greenlee	A. R. Cochran Geo. Byers (sp)	Howard N. Greenlee. R. D. Maney (cm)	R. E. Bausman Jack Mossman (cl)	H. E. Beck
	Sunday edition (S) **8,927**	.06	.04							
ABASH..... 00	Plain Dealer (e) 5,017	.04	.035	(I) (UP) (J) (5¢-20¢cw-$2) (74)	Plain Dealer Co. Mrs. E. Nixon, Pres.		Joe E. Palmer Jas. Neighbors (sp)	Cris Gruwell (cm)	Willard Rohrer Miss G. Buffington(cl)	Royce Hall J. E. Purple (j)
ARSAW..... 5 (City Zone)	Times (e) **3,775**	.032	.032	(R) (UP, INS) (J) (3¢-15¢w, 60¢m-$2) (none)	Logan H. Williams	Logan H. Williams Encil Dodge	Encil Dodge Reub Williams (sp)	Ted Williams R. B. Williams (bm) Margaret Estep (cm)	Ted Williams	Geo. Byrer Geo. Robinson (j)
	Union (e) 2,412	.025	.025	(D) (AP) (2¢-10¢w) (none)	Warsaw Union Inc. R. W. Bartol, Pres.	R. O. Nusbaum	Louis Breading (sp)	Ralph Bartol C. W. Bartol (cm)		LeRoy Smith
ASHINGTON... 10	Democrat (e) 4,496	.025	.025	(D) (INS) (J) (3¢-15¢w, 60¢m) (127)	Boyd & Backes	Sam B. Boyd	Ralph I. Burris Richard Backes (sp)	Ralph Bacon (cm)	E. G. Brouillette	Geo. Patterson
	Herald (e) 4,496	.03	.025	(R) (AP) (J) (3¢-15¢w) (74)	Gazette & Herald Co. P. R. Bausman, Pres.-Pub.	Paul R. Bausman	Earl McCafferty Don Ellis (sp)	Paul R. Bausman John Horrall (cm)	Sam A. Factor P. R. Bausman (n)	E. Spaulding
ITING..... 00	Times (e) 3,470	.03	....	(2¢) (82)	James J. Griffith	James J. Griffith				
NCHESTER... 57	News-Democrat (e) 1,753	.02	....	(2¢) (127)	Russell E. Wise	Paul R. Hoan		Geo. R. Mills	Geo. R. Mills	Orville Fikel

IOWA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
..... 00	Tribune-Times (e) 4,466	.04	....	(I-R) (UP) (J) (3¢) (41-75)	Tribune Pub. Co. W. S. Rupe, Pres.	Robert Murray		H. J. Nordyke (bm) Harry J. Collins (cm)	H. J. Nordyke	Frank E. Horning
LANTIC..... 00	News-Telegraph (e) 3,950	.034	.025	(R) (INS) (mer) (5¢) (21)	E. P. Chase	E. P. Chase	Arden H. Mills	E. P. Chase	Lydia R. Otto Jeannette Squires (cl)	
ONE..... 00	News-Republican (e) **4,198x**	.036	....	(R) (AP, UP) (J) (3¢-15¢w, 60¢m) (none)	S. G. Goldthwaite	S. G. Goldthwaite K. S. Goodrich	Harlan Weeks	S. G. Goldthwaite Fred. E. Henry (bm) Ralph H. Capps (cm)	Ralph H. Capps Fred. E. Henry (n) Bertha von Krog (cl)	Fred E. Henry
LLINGTON... 74 00 (City Zone)	Hawk-Eye Gazette (e) **17,393**	.07	.064	(I) (AP, UP) (mer) (3¢-15¢w, $1.50) (135-47)	Gazette Co. O. N. Custer, Pres.	J. Tracy Garrett Thomas Green	C. W. McLury Wm. Bayless (sp)	C. M. Morgan (bm) F. Longstreth (cm)	Chas. M. Morgan	
ROLL..... 00	Herald (e) 2,317	.03	.025	(I) (AP) (J) (5¢-15¢w, 50¢m) (75)	James R. Rhodes	James W. Wilson	Waldo Weise Win Hansson (sp)	James W. Wilson J. W. Hanson (cm)	Leo McNulty Jas. W. Wilson (n)	H. L. Jessee Wm. Meiss (j)
DAR FALLS... 00	Record (e) 2,045	.025	.025	(I) (INS) (J) (3¢-10¢w, 45¢m) (41)	C. S. Coddington		G. E. Campbell	C. S. Coddington	Fred W. Brown	A. E. Brown (j)
DAR RAPIDS.. 27 00 (1935 Est.)	Gazette (e) **37,807**	.12	.10	(I) (AP, UP, INS) (†) (3¢-20¢w, $2, $2.15) (2)	Gazette Co. J. L. Miller, Pres.-Pub.	Verne Marshall John R. Battin	John R. Battin Earl Coughlin (sp) Edward Dose (Su)	J. L. Miller C. H. Harmer (cm)	F. E. Katterjohn R. H. Rutherford (n) C. H. Moore (cl)	
	Sunday edition (S) **38,649**	.12	.10							
TERVILLE... 7	Iowegian & Citizen (e) 5,344	.04	....	(R) (AP) (J) (3¢) (none)	J. M. Beck & J. R. Needham	J. M. Beck	Chas B. DePuy	J. R. Needham (bm) C. E. Triebswetter (cm)	Wm. Bean J. M. Beck (n)	
ARLES CITY.. 00	Press (e) 3,054	.03	....	(R) (AP) (J) (5¢) (41)	L. H. Henry	L. H. Henry		H. S. Henry		S. C. Henry
ROKEE..... 00	Times (e) 3,040	.03	....	(I-R) (AP) (J) (5¢-10¢w) (41)	Times Pub. Co. J. Barry, Pres.	Justin Barry P. H. Caswell	Cholm Houghton Max Gordon (sp)	Justin Barry (bm) B. R. Harris (cm)	Dwight Clark P. H. Caswell(n) D. Gilbert (cl)	V. Riordan
NTON..... 26	Herald (e) **18,026**	.08	....	(I) (AP, UP, INS, (5¢) (2-75)	Herald Co.	W. C. Eastland	L. F. White J. A. Ryan (sp)	A. M. Clapp A. E. Meyer (cm)	A. M. Clapp (n)	P. F. Kamler
NCIL BLUFFS 00	Nonpareil (e) **14,281**	.07	....	(I) (AP) (†) (2¢d, 5¢S) (61)	New Nonpareil Co. W. P. Hughes, Pub.	W. R. Orchard Clark Galloway	Leroy Wallace Morry Schadle (sp)	R. O'Brien (bm) John O'Brien (cm)	Karl Melcher G. Gohlinghorst (cl)	George Fouts
	Sunday edition (S) **13,964**	.07	....							
STON..... 5	News-Advertiser (e) 4,470	.04	....	(I) (AP) (3¢-15¢w, 50¢m) (41-75)	Creston P. & P. Co. W. E. Day, Pres.-Pub.	Frank C. Travers	James Freeman	W. E. Day Reva Lamb (cm)	W. E. Day E. Fessler, asst. Alma Johnson (cl)	Ralph Griffis
VENPORT..... 74	Democrat (e) **13,437**	....	....	(D) (AP, UP) (†) (5¢d, 5¢S) (108)	R. W. Cram	R. W. Cram		V. Martin (bm) V. Dorgan (cm)		
	Times (e) **23,535**	....	....	(I-R) (AP, UP) (mer) (†) (5¢-15¢w, 65¢m, $2.50, $1.66) (108)	Times Co. E. P. Adler, Pres.-Pub.	R. J. Leysen	R. Klauer L. Kauts (sp)	E. P. Adler Fred Russell (bm) Ed Mill (cm)	L. M. Turnbull E. P. Adler (n) J. Klouda (cl)	E. Lundberg
	Combined daily (e) **36,997**	.14	.12							
	Sunday Democrat (S) **16,514**	....	....							
	Evening & Sunday (ES)	.14	.12							
	Tri-City Star (m) 15,355	.06	....	(I) (INS, US) (†) (5¢-15cw, $2) (135)	Beacon Pub. Co. C. J. Hinkle, Pres.-Pub.	B. L. Getty	Leo Platt Bill Bryson (sp)	L. E. Fleak Ray Evans (cm)	A. J. Holstrom H. C. Curran (n) R. Conryo (cl)	F. W. Stainbrook
	Friday edition 50,000	.07	....							
S MOINES.... 00	Register (m) **147,772**	....	....	(I) (AP, UP, US, NANA) (–S) (†) (J) (3¢-15¢w) (83-114)	Register & Tribune Co. Gardner Cowles, Pres.-Pub.	Harvey Ingham Basil L. Walters K. MacDonald (news-m)	G. Cunningham (m) Paul Cotton (e) Walter Graham (Su) Sec Taylor (sp)	A. T. Gormley, asst. BM W. A. Cordingley (cm)	Forrest A. Geneva (mgr. Robt. Talbot loc. gen. adv.) C. J. Feldmann (n) M. Trippe (cl)	J. F. Peadirts Fred Hilliker (j)
	Tribune (e) **127,356**	....	....							
	Combined daily (me) **275,028**	.50	....	(I) (AP, UP, INS) (†) (J) (2¢-15¢w) (83-114)	J. Cowles, Asso. Pub.	P. Prugh (news-e)				
	Sunday edition (S) **271,764**	.50	....	(10¢-10¢S)	Joyce A. Swan, (asst. to Pub.)					

(*Continued on page* 40)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

IOWA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DUBUQUE	Catholic Tribune									
41,679	(e) 19,388	.07	....	(I) (INS) (3¢-13¢w, 50¢m) (26)	Catholic Ptg. Co. J. P. Gonner, Pres.-Pub.	Chas. H. Nennig John P. Gonner	A. F. Klinker Carl C. Ochs (sp)	John P. Gonner Chas. C. Wilds (cm)	J. J. Clardy	John P. Gonner
	Sunday edition (S) 19,388	.07	....							
	Telegraph-Herald (e) 30,160	.10	....	(I) (AP, UP) (J) (3¢d, 7¢S-15¢w, 65¢m) ($1.50d, $3.50S) (1-101)	Telegraph-Herald Co. F. W. Woodward, Pres.-Pub.	Duncan Cassidy W. E. Wendt	W. E. Wendt Carl Wilhelm (sp) Payson Berg (Su)	F. W. Woodward W. J. Arndt (cm)	O. J. Curley F. J. McLaughlin (n) W. P. Krocheski (cl)	B. F. Davidson
	Sunday edition (S) 30,271	.10	....							
ESTHERVILLE 4,940	News (e) 2,915	.03	....	(I) (AP (J) (3¢-10¢w, 35¢m, $1) (91-186)	Deemer Lee	Deemer Lee	Al Smilit	Deemer Lee	Fred H. Olson Deemer Lee (n)	Wm. Conley
FAIRFIELD 6,619	Ledger (e) 4,445	.035	.03	(I-R) (UP) (3¢-10¢w, $2, $1.35) (none)	Ledger Co. D. McGiffin, Pres.-Pub.	Dean Taylor	Ben Taylor H. P. Hornish (sp).	W. E. Williams (bm). W. E. McWilliam (cm)		Fred Doyle
FORT DODGE 21,895	Messenger & Chronicle (e) 12,232	.06	....	(I-R) (AP) (J) (5¢-15¢w, 65¢m) (119)	Messenger Ptg. Co. H.V. Roberts, Pres.	G. P. Mitchell (me)		W. S. Merryman	W. G. Hale	
FORT MADISON 12,779	Democrat (e) 5,046	.04	....	(I) (UP) (†) (J) (3¢-15¢w-$1.50) (75-91) (75-91)	Democrat Co. W. J. McGriffith, Pres. W. T. Mershon, Pub. W. T. Mershon, Pub.	S. W. Mitchell	Geo. D. Wing Ed. Fitzpatrick (sp)	Ward T. Mershon H. L. Petersen (cm)	C. S. Williston W. T. Mershon (n) Gladys Williams (cl)	Geo. Bubb E. Carsten (j)
IOWA CITY 15,430	Iowan (m) 3,145	.03	.03	(I) (AP) (#S) (†) (5¢-15¢w, 65¢m) (17)	F. L. Mott, Pres. Fred M. Pownall, Pub.	Wm. T. Merritt J. Gurwell	Robert Griffith Arthur Snider (sp)	Fred M. Pownall Wilson I. Fall (cm)	Don Anderson B. L. Willis F. M. Pownall (n) G. R. Griffith (cl)	C. E. Moffit
	Sunday edition (S) 3,145	.03	.03							
	Press-Citizen (e) 7,182	.04	.04	(I) (AP) (5¢-15¢w) (36)	Press-Citizen Co. M. C. Speidel, Pres.-Pub.	Merritt C. Speidel Edwin B. Green	H. E. Patton Ron Tallman (sp)	M. C. Speidel G. M. Dean (bm) H. M. Bunker (cm)	G. M. Dean G. L. Dibb (n) Alma Soucek (cl)	Guy Chappel
KEOKUK 15,106	Gate City (e) 4,838	.04	.04	(I) (AP) (†) (5¢-15¢w-$3) (2)	Gate City Co. Dale E. Carrell, Pres.-Pub.	Walter Burton F. C. Smith	F. C. Smith Douglas Lamont (sp)	Dale E. Carrell C. C. Carrell (bm) Henry Nelson (cm)	C. C. Carrell Dale Carrell, Jr. (cl)	G. S. Carver
MARSHALLTOWN 17,373	Times-Republican (e) 9,880x	.05	.05	(R) (AP) (3¢-15¢w-60¢m) (75)	Times-Republican Ptg. Co. D. W. Norris, Pres.	F. A. Moscrip Don K. Hoopes	J. A. Whitacre F. G. Norris, Jr. (sp)	Geo. F. Thayer	Geo. F. Thayer	
MASON CITY 23,304	Globe-Gazette (e) 18,000x	.07	....	(I-R) (AP, UP) (†) (5¢) (108)	Globe-Gazette Co. E. P. Adler, Pres. L. P. Loomis, Pub.	W. Earl Hall (me)	E. Norem	Lee P. Loomis I. W. Hillstrom (cm)	Lloyd L. Geer M. Cunningham (n) E. Kropman (cl)	L. J. Carle
MISSOURI VALLEY 4,220	Times-News (e) 1,906	.03	....	(I-R) (AP) (J) (5¢-10¢w) (none)	James R. Rhodes	George H. Seigle		George H. Seigle	Paul L. Gorham (n).	W. M. S. Dale
MOUNT PLEASANT 3,743	News (e) 3,183	.03	....	(R) (INS) (J) (3¢) (41)	C. S. Rogers	A. M. Patterson W. K. Rogers		W. K. Rogers (bm)	L. M. Truesdell	E. H. Nickles
MUSCATINE 16,778	Journal & News-Tribune (e) 6,967	.04	.04	(I) (AP) (5¢-20¢w, 87¢m) (108-75)	Journal Ptg. Co. E. P. Adler, Pres.	Walter Russell (me)	Cora Stohr Walter Van Zyle (sp)	C. R. Rabedeaux (bm) C. L. Bunker (cm)	A. M. Geibel Margaret Griffith (n)	Arthur Schmidt
NEVADA 3,133	Journal (e) 4,516	.035	.032	(I-R) (INS) (J) (3¢-10¢w-$1.50) (139)	Benjamin Bros.	C. E. Armstrong	Percy R. Carney (sp)	O. J. Benjamin C. F. Hanson (bm)	H. J. Kruwell G. W. Barkus (n) O. J. Benjamin (cl)	G. A. Benjamin
NEWTON 11,560	News (e) 4,192	.04	....	(I-R) (AP) (J) (†) (5¢-15¢w, 50¢m-$2) (none)	News Ptg. Co. James R. Rhodes, Pres.-Pub.	James R. Rhodes E. J. VanNostrand	Arthur N. Hough Delmer Squires (sp)	L. O. Brewer C. P. Starrett (cm)	John Williamson Paul L. Gorham (n) Ruth Rauch (cl)	J. W. Haldeman
OELWEIN 7,794	Register (e) 3,402	.035	....	(R) (UP) (J) (3¢) (41-75)	H. V. Hoyer, R. V. Lucas and W. T. Armbruster	R. V. Lucas		H. V. Hoyer (bm) W. T. Armbruster (cm)	W. T. Armbruster	R. V. Lucas
OSKALOOSA 10,123	Herald (e) 4,257	.04	.03	(R) (UP) (J) (3¢-15¢w, 60¢m-$1.50) (75)	Herald Co. C. S. Walling, Pub. Phil Hoffmann, Pres.	Phil Hoffman	C. D. Foellinger Bruce Mathew (sp)	C. S. Walling Harry Fitch (cm)	A. K. Walling	E. H. Griffin Walter Perry (j)
OTTUMWA 28,075	Courier (e) 14,822	.06	.036	(R) (AP) (†) (3¢-15¢w, 65¢m) (108)	Courier Ptg. Co. E. P. Adler, Pres. John Huston, Pub.	C. S. Johnston (me)	A. M. Efner Ernest Mowery (sp)	John Huston Ira Downing (bm) Ed Keefe (cm)	C. C. Meisters John Huston (n) Lillian Orr (cl)	Howard Lee
PERRY 5,881	Chief (e) 2,904	.03	.03	(I-R) (AP) (†) (J) (3¢-15¢w-$1.50) (none)	James R. Rhodes and G. E. Whitehead	G. E. Whitehead Vern J. Hall	Vern J. Hall Garth Mann (sp)	G. E. Whitehead D. Johnson (cm)	R. Garth Mann G. E. Whitehead (n) Ruth Rauch (cl)	Fred Harvey Geo. Gibson (j)
SHENANDOAH 6,502	Sentinel (e) 3,318	.035	.025	(I-R) (INS) (5¢-15¢w, 50¢m) (75)	Sentinel Pub. Co. W. D. Archie, Pres.-Pub.	W. D. Archie R. K. Tindal	Paul Lange (sp)	W. D. Archie R. K. Tindal (bm)	B. L. Williams Nell Howard (n)	Ralph Powers
SIOUX CITY 79,183	Journal (me) 59,496	.13	.11	(I) (AP) (†) (J) (3¢d, 5¢S-15¢w-$2) (108)	Perkins Bros. Co. W. H. Sammons, Pres.	A. F. Allan John W. Carey	Willis F. Forbes Dan Desmond (sp)	W. H. Sammons E. E. Towns (cm)	C. M. White, Adv. Dir. W. E. Sotherland (n) Proctor Weir (cl)	Paul Moore H. L. Shepard (j)
	Sunday edition (S) 45,103	.13	.11							
	Tribune (e) 58,729	.13	.11	(I) (AP, UP) (†) (J) (3¢-12½¢w, 50¢m-$2) (149-46)	Tribune Co. John C. Kelly, Pres.	Eugene Kelly W. R. Towns	Carl B. Eby Lloyd D. Hagan (sp)	Eugene Kelly J. T. Bruggeman (cm)	J. E. Winslow Horace F. Wulf (n) Joy R. Bogue (cl)	Lloyd Rogers J. M. Kelly (j)
SPENCER 5,019	Reporter (e) 3,339	.035	.025	(I) (UP) (J) (3¢-15¢w) (86-91)	E. L. C. White, D. E. Green and P. Martin (asso-pubs.)	Clifford Simak	Chester Billings	George Williams (cm)	Stewart Randall Naomi Miller (n) Mary Stiener (cl)	M. Rasmussen Chas Geeting (j)
VINTON 3,372	Cedar Valley Times (e) 4,436	.04	.04	(I) (INS) (J) (5¢-15¢w, 50¢m) (none)	H. G. Kruse Estate	M. P. Kruse		F. B. Kruse E. W. Williams (cm)	Fred Braginton	Frank Mossman C. J. Burkhart (j)
WASHINGTON 4,812	Journal (e) 2,830	.025	.025	(I) (UP) (J) (2¢-15¢w, 35¢m) (none)	Elder Shannon & Co. Orville Elder, Pres.	Orville Elder	Bruce Cowden	R. E. Shannon (bm). Dave Elder (cm)	Lewis Warren Bill Shannon (cl)	Max A. Marble
WATERLOO 46,191	Courier (e) 32,050	.11	.11	(I-R) (AP, UP, INS, US) (†) (3¢d, 7¢S-15¢w-$1d, 2.67S) (137)	W. H. Hartman Co. J. C. Hartman, Pres. Jackson McCoy, Pub.	J. C. Hartman E. R. Moore	Burton T. Burritt E. R. Moore, Jr. (sp)	Jackson McCoy Ray C. Eggert (cm)	E. G. Carey Helyn G. Miller (cl)	R. E. Boller
	Sunday edition (S) 31,587	.11	.11							
WEBSTER CITY 7,024	Freeman-Journal (e) 2,602	.025	.025	(I-R) (AP) (†) (J) (3¢-12¢w-$1.50) (41)	Freeman-Journal Pub. Co.	W. F. Hunter Geo. C. Tucker	K. L. Peterson	George C. Tucker Lloyd Johnson (cm)	H. R. Packard Geo. C. Tucker (n) Helen Jones (cl)	H. R. Packard C. L. Kingsley (j)
	Daily & Rural edition (Mon. and Thur.) 3,649	.04	....							

KANSAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABILENE 5,658	Chronicle (m) 2,028	.025	.025	(R) (UP) (J) (3¢, $5) (26)	C. W. Wheeler	C. W. Wheeler	Max Moxley	C. W. Wheeler	C. F. Rupp	C. E. Chapman
	Sunday edition (S) 2,830	.025	.025			R. W. Weyant		J. H. Ringwood (cm)		D. L. Carter (j)
	Reflector (e) 2,308	.025	.018	(R) (AP) (J) (5¢-10¢w, 40¢m) (74)	Reflector Ptg. Co. C. M. Harger, Pres.	H. W. Wilson (me)	Frances Kepler Bob Cranford (sp)	H. W. Wilson Earl Shell (cm)	F. Q. Wilson H. W. Wilson (n)	M. L. Jordan

(*Continued on page* 41)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KANSAS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
ARKANSAS CITY 13,940	Traveler (e) 5,605	.05	.05	(I) (AP) (†) (J) (3¢-15¢w, 60¢m, $1) (76)	Traveler Pub. Co. O. S. Stauffer, Pres.	O. S. Stauffer Arch Jarrell	Wm. Frailey (Bryce Engle (sp)	O. S. Stauffer Hettie Calkins (cm)	N. B. Musselman F. G. Shirley (cl)	G. J. Jordot
ATCHISON 13,024	Globe (e) 6,306	.05	....	(I) (AP) (17-46)	Globe Pub. Co. Gene A. Howe, Pub.	Gene A. Howe C. Brown (asso. ed.)	DeLaskie Miller	Wilbur C. Hawk	E. W. Tonsing Mrs. Georgia Gill (n)	
AUGUSTA 4,033	Gazette (e) 1,318	.025	....	(R) (J) (74)	Gazette Pub. Co. C. K. Shore, Pres.	Chester K. Shore		Chester K. Shore	Chester K. Shore (n)	
BELOIT 3,502	Call (e) 1,937	.018	....	(I) (J) (none)		Harry K. Houghton		Harry K. Houghton		W. B. Springer
BURLINGTON 2,273	Republican (e) 2,178	.025	....	(R) (J) (2¢-10¢w, 40¢m) (74)	John Redmond	John Redmond	Bill Batsdorf	Floyd S. Ecord (bm) Wilma M. Dabbs (cm)	Floyd S. Ecord (n)	G. H. Preston W. J. Benjamin (j)
CALDWELL 2,046	Messenger & News (e) 1,325	.025	.02	(I) (AP) (J) (2¢-10¢w, 35¢m, $1, $1) (none)	Harold A. Hammond.	Harold A. Hammond.	Ralph Van Camp H. A. Hammond (sp)		A. D. Combs	L. D. Dover (j)
CANEY 2,794	Chronicle (e) 1,017	.018	....	(I) (J) (5¢-10¢w, 40¢m) (26)	L. T. Perrill	L. T. Perrill			L. T. Perrill	H. L. Close (j)
CHANUTE 10,277	Tribune (e) 4,819	.04	.04	(I-R) (AP) (†) (J) (2¢-12½¢w, $1) (76)	Chanute Pub. Co. John P. Harris, Pres.	Clarence W. Moody.	Ernest W. Johnson	Clarence W. Moody. C. E. Wanamaker (cm-rural) F. Reynolds (cm-city)	Raymond Miller Chas. F. Jones (cl)	T. O. Ward W. R. Hill (j)
CHERRYVALE 4,251	Republican (e) 1,260	.025	....	(R) (AP) (J) (74)		W. R. Burge		W. R. Burge		
CLAY CENTER 4,386	Dispatch (e) 1,785	.025	.02	(I-R) (J) (3¢-10¢w, 40¢m, $1.50) (none)	Ray Breitweiser	Ray Breitweiser	Helen Hemphill Don Brice (sp)	Ray Breitweiser Douglas Parrott (cm)	Stanley Snook Helen Smith (cl)	H. Tyler
COFFEYVILLE 16,198	Journal (e) 7,263	.05	.035	(R) (AP) (J) (5¢-15¢w, 65¢m) (76)	Hugh J. Powell	Hugh J. Powell	Stanley Platz B. W. Crone (sp)	Hugh J. Powell E. H. Kehoe (cm)	Chas. M. Dunham W. A. Goldsmith (cl)	W. A. Goldsmith Lee Purdy (j)
COLUMBUS 3,235	Advocate (e) 1,953	.025	....	(R) (J) (3¢) (26)	Lena M. Knock	L. M. Knock (me)	D. C. Knock, Jr.		Millard P. Knock	G. Estus (j)
CONCORDIA 5,792	Blade-Empire (e) 3,069	.03	.03	(R) (AP) (J) (5¢-15¢w, $2.50) (61)	Blade-Empire Pub. Co. Ray Green, Pres.	Ray Green	Tom Kiene	Lester Shrouf (bm)	Lester Shrouf	L. D. Smith L. D. Shrouf (j)
COUNCIL GROVE 2,898	Republican (e) 1,992	.02	....	(R) (AP) (J) (none)	J. B. Lawrence			J. B. Lawrence (bm)	W. F. Law (n)	
DODGE CITY 210,050	Globe (e) 5,561	.05	.04	(I) (AP) (5¢-15¢w, 65¢m, $1.50, $1.50) (61)	Globe Pub. Co. J. C. Denious, Pub.-Pres.	J. C. Denious A. R. Buckingham	A. R. Buckingham Porter Harvey (sp)	J. C. Denious N. C. Petersen (bm) N. C. Petersen, Jr.)cm)	N. C. Peterson Leroy Sturdevant (cl)	G. Brewer
EL DORADO 10,311	Times (e) 5,370	.04	.025	(R) (AP) (†) (J) (5¢-15¢w, 65¢m) (76)	Times Pub. Co. N. F. Frazier, Jr., Pres.	R. A. Clymer	W. R. Feder	R. A. Clymer Victor Boelin (cm)	R. E. Forgy	O. F. Huttenhoff
EMPORIA 14,067	Gazette (e) 5,883x	.055	....	(I-R) (AP) (J) (5¢-15¢w, 60¢m, $1.50, (76)	William Allen White, Pub.	Frank C. Clough (me)	Frank C. Clough Ted McDaniel (sp)	K. W. Davidson (bm) Martha Klein (cm)	E. T. Lowther C. C. Alexander (n)	J. H. Schottler
FORT SCOTT 10,763	Tribune-Monitor (e) 4,129	.04	.03	(I) (AP) (J) (5¢-65¢m) (none)	Tribune-Monitor Co. George W. Marble, Jr., Pres.	Geo. W. Marble, Jr. F. E. Milligan	K. K. Freidel Fred Ury (sp)	E. E. Milligan Wm. Scott (cm)	D. E. Yates Alice W. Marble (n)	F. E. Decker
FRANKFORT 1,346	Index (e) 1,533	.018	.018	(I) (AP) (J) (3)	H. H. & A. P. Hartman	H. H. Hartman A. P. Hartman	Jim Reed (sp)	H. H. Hartman Jim Reed (cm)	A. P. Hartman Jim Reed (n)	G. Gibson H. H. Hartman (j)
FREDONIA 3,446	Herald (e) 1,796	.021	....	(D) (AP) (J) (none)	B. S. Hudson			B. S. Hudson		
GARDEN CITY 8,111	Telegram (e) 2,748	.03	.025	(R) (AP) (J) (3¢-10¢w, 40¢m, $1.50, (76)	Telegram Pub. Co. Robt. B. & G. F. Reed, Pubs. Robt. B. Reed, Pres.	Robert B. Reed	Harley Grimsley	Gervais F. Reed F. G. Reed (cm)	Allen Hunter Mae Purdy (cl)	L. Rowlette (j)
GOODLAND 3,626	News (e) 1,237	.021	.018	(I) (AP) (J) (3¢-10¢w, 30¢m)(none)	Western Kansas Pub. Co. C. L. Bigler, Pres.	Chas. L. Bigler	H. O. Deadurent	Chas. L. Bigler Mrs. Chas. Jones(cm)	Lester F. Sage	D. L. Rouse J. A. Gordanier (j)
GREAT BEND 5,548	Tribune (e) 3,622	.035	.03	(I-R) (AP) (3¢-15¢w, 50¢m) (26)	Alice R. Townsley	Merrill D. Spencer (me)	Stanley Horstman(sp)	Dwight D. Clark(bm) Mrs. Oscar Foos(cm)	Roy Fruit D. D. Clark (n) Helen Townsley (cl)	P. Wesley
HAYS 4,618	News (e) 2,460	.03	....	(I) (AP) (J) (none)	Frank Mots	Frank Mots		Margaret Meade(cm)	Albert McFarlin	
HIAWATHA 3,302	World (e) 3,138	.03	....	(I) (J) (none)	Ewing Herbert	Ewing Herebrt				
HUTCHINSON 27,754	Herald (m) 13,110x News (e) 15,252x Combined daily (me) 28,362x Sunday edition (S) 13,962x Evening & Sunday (ES)	.... .12 ..... .12	....	(I) (AP) (†) (2¢ daily, 5¢ Sunday; 10¢w, $1, (76)	Hutchinson Pub. Co. John P. Harris, Pres.	John P. Harris	E. L. May (m) Herbert Waggoner (e) Fred Mendell (sp-m) John Galloway (sp-e) E. L. May (Su)	John P. Harris R. C. Ballard (bm) B. R. Atkinson (cm)	Kenneth McPherson R. L. Weyer (cl)	D. R. Smith
INDEPENDENCE 12,782	Reporter (e) 4,986	.05	....	(R) (AP) (J) (61)	Independence Pub. Co. O. S. Stauffer, Pres.	Chas. Spencer		Chas. Spencer (bm) Louis Boner (cm)	E. E. Hardick (n)	
IOLA 7,180	Register (e) 3,006	.03	.025	(R) (AP) (†) (J) (5¢-15¢w, 60¢m) (100)	Chas. F. Scott	Chas. F. Scott Chas. F. Scott, Jr.	Chas. F. Scott, Jr. Bud Roberts (sp)	A. C. Scott H. F. Smith (cm)	Emerson E. Lynn A. C. Scott (n) Emerson E. Lynn (cl)	H. E. Whitaker L. R. Varner (j)
JUNCTION CITY 7,407	Union (e) 3,890	.03	.03	(R) (AP) (J) (2¢-15¢w, 60¢m-$1, $1) (130)	John Montgomery & Son	Harry E. Montgomery	Lee Rich	H. E. Montgomery Doris Standefer (cm)	Eric Jochansen	O. Schultz E. Vesbeke (j)
KANSAS CITY 121,857	Kansan (e) 17,946 Sunday edition (S) 17,945	.09 .09	.10 .10	(I) (UP) (mer) (2¢evg, 5¢Sun, 10¢w, 45¢m) (none)	W. A. Bailey	W. A. Bailey	C. H. Nobe Cyril Scott (sp) C. H. Nobe (Su)	W. A. Bailey Lloyd Smith (cm)	Knowlton Parker Mark Jones (n) M. S. Mead (cl)	C. Chandler
LARNED 3,522	Tiller & Toiler (e) 1,107	.025	....	(D) (J) (74)	Leslie E. Wallace	Leslie E. Wallace	John Watson	Leslie E. Wallace	P. McKechnie	
LAWRENCE 13,726	Journal-World (e) 5,392	.045	....	(R) (AP) (†) (J) (3¢-55¢m-$2) (86)	World Co. W. C. Simons, Pres.	W. C. Simons J. W. Murray	Earl Potter (sp)	W. C. Simons Dolph Simons (bm) Grace Farris (cm)	R. A. deWatterville Dolph Simons (n) R. A. DeWaterville (cl)	E. A. Farris
LIBERAL 5,294	Southwest Times (e) 1,572 Sunday edition (S)	.035 .035	....	(R) (AP) (J)(74)	Warren Zimmerman.	Warren Zimmerman.		R.G.Zimmerman(bm) W. T. Nichols (cm)	R. G. Zimmerman	
LEAVENWORTH 17,466 21,811 (ABC-city)	Times (e) 5,895 Sunday edition (S) 6,020	.05 .05	.04	(R) (AP) (†) (5¢-15¢w, 50¢m) (61)	D. R. Anthony Est.	D. R. Anthony, 3d.	Roy Oxandale Gilbert Smith (sp)	D. R. Anthony, 3d. H. H. Seckler (bm) Ed. Smith (cm)	H. H. Seckler J. H. Krueger (cl)	E. Lanzer
LYONS 2,938	News (e) 2,396	.02	....	(I) (AP) (none)	P. A. Jones	P. A. Jones		P. A. Jones (bm) S. H. Jones (cm)	E. Tobias (n)	
McPHERSON 6,147	Republican (e) 2,206	.025	....	(R) (AP) (J) (5¢-10¢w, 45¢m) (74)	W. J. Krehbiel	W. J. Krehbiel		K. R. Krehbiel		

(*Continued on page* 42)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KANSAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MANHATTAN 10,136	Chronicle (m) 1,924 Mercury (e) 2,251 Combined daily (me) 4,175 Sunday edition (S) 1,924 Evening & Sunday (eS)	.... .04 ..... .04	....	(R) (AP) (J) (5¢-10¢w, 40¢m) (76)	Fay N. Seaton	Fay N. Seaton H. Dwight King	H. Dwight King G. A. Venneberg (sp)	Fay N. Seaton R. M. Seaton (bm) Fred. A. Seaton (cm)	E. H. Hewins (m) R. L. Youngman (e) R. M. Seaton (n) Elsie Smith (cl)	R. Cook H. F. Parsons (j)
NEODESHA 3,381	Sun (e) 1,482	.02	.014	(I) (AP) (J) (2¢-10¢w) (26)	Mrs. Eliza. Cowdery.	C. C. Bunger	.....	.....	C. C. Bunger	P. A. Klayder
NEWTON 11,034	Kansas-Republican (e) 4,050	.035	.025	(R) (AP) (J) (5¢-15¢w, 45¢m) (74)	Kansan Ptg. Co. Mrs. J. C. Mack, Pres.	Mrs. J. C. Mack	J. L. Napier (asso. ed.) L. Steinkirchner (sp).	Ethel Ragsdale (bm). W. T. Bolin (cm)	Mrs. Roy Black Ethel Ragsdale (n)	H. F. Nolte
NORTON 2,767	Telegram (e) 1,964	.025	....	(I) (AP) (J) (5¢, 12½¢w) (none)	Telegram Pub. Co. J. D. Denious, Pres.	C. L. Jacoby	C. L. Jacoby	C. L. Jacoby Viola Burnham (cm)	H. L. Zickefoose Viola Burnham (cl)	C. B. Wolfe
OTTAWA 9,563 10,763 (ABC city)	Herald (e) 4,949	.04	.04	(I) (AP) (J) (2¢-12½¢w, 50¢m, $1) (76)	John P. and Sidney F. Harris	Sidney F. Harris W. E. Gilliland	Larry Piper	Guy Snedaker (cm)	Earle Bigler	A. Heigele C. A. Bowlby (j)
PARSONS 14,903	Sun (e) 5,931	.045	....	(R) (AP) (5¢-15¢w, 60¢m) (76)	Sun Pub. Co. Clyde M. Reed, Pres.	C. M. Reed Lester M. Combs	Murray Kunkel Edward Barnett (sp)	L. Combs (bm) G. C. Krause (cm)	W. W. Goodwin L. M. Combs (n) Mrs. H. Stockdale (cl)	O. Willard
PITTSBURG 18,145	Headlight (e) 5,257 Sun (m) 6,984 Combined daily (me) 12,241 Sunday edition (S) 6,984 Evening & Sunday (eS)	.... .08 ..... .08	.... .07	(R) (AP) (†) (5¢-15¢w, 65¢m, $1.50, $1.50) (76)	Pittsburg Pub. Co. O. S. Stauffer, Pres.	F. W. Brinkerhoff	Clyde Neibarger (e) Louis Stroup (m) Kenneth Simond (sp) F.W.Brinkerhoff (Su)	G. A. Winters D. E. Slagle (cm)	F. H. Vandergrift	A. Simion
PRATT 7,322	Tribune (e) 2,893	.03	....	(I-R) (AP) (†) (J) (none)	Tribune Pub. Co. C. P. Rich, Pres.	C. W. Pratt	Dean Cochran (sp)	Cecil P. Rich (bm) Stella Eubank (cm)	Paul Tupper C. C. Moore (cl)	.....
SALINA 20,155	Journal (e) 12,787x	.06	....	(I-R) (AP) (5¢-12½¢w, $1,$1) (76)	Gen. Newsp. Pub. Co. R. J. Laubengayer, Pub.-Pres.	Roy F. Bailey Fred J. Ludes	Dorethea Smith Stuart Dunbar (sp)	Roy F. Bailey John B. Smith (cm)	Earl C. Woodward	G. M. Harr
ST. JOHN 1,552	Capital (e) New daily	.018	....	(2¢) (26)	John W. Lill	Geo. R. Lill	.....	Alice J. Lill (cm)	G. R. Lill	L. L. Spidall
TOPEKA 64,120	Capital (m) 44,734 Sunday edition (S) 43,374 State Journal (e) 22,222	.12 .12 .07	....	(R) (AP) (†) (J) (4¢m, 5¢S, 15¢w, 65¢m, $1.50m, $2.50S) (24) (I-R) (AP) (14)	Arthur Capper	Chas. H. Sessions Henry J. Allen Arthur J. Carruth, Jr.	Joe Nickell Gene Kemper (sp) R. E. Lewis Carlos E. Hobbs (sp)	H. S. Blake (bm) Jas. M. Rankin (cm) Wm. P. Snyder (bm). M. D. Milan (cm)	F. B. Cunningham W. R. Gilmore (cl) Paul Tl Morgan (n)	L. H. Schenk Mar. Crawford (j)
WELLINGTON 7,405	News (e) 2,650	.025	.025	(I) (AP) (J) (5¢-15¢w, 60¢m) (74)	H. L. Woods	H. L. Woods	H. L. Woods	H. L. Woods Pat Quinn (bm)	Pat Quinn	E. Cain
WICHITA 111,110 117,860 (ABC City)	Beacon (e) 78,794 Sunday edition (S) 96,835 Eagle (m) 46,103 Eagle (e) 38,601 Combined daily (me) 84,704 Sunday edition (S) 62,214	.18 .20 .... .18 .20	....	(I) (AP, UP, INS) (†) (J) (3¢evg. 5¢Sun, 15¢w, 65¢m, $1.29 (86-13) (I) (AP, UP) (†) (J) (20¢w) (15-13)	Beacon Pub. Co. Louis Levand, Pub. M. M. Levand, Pres. M. M. Murdock	R. E. Wilson W. C. Shanklin Victor Murdock John Reed (me-m) J. B. Doze (me-e)	T. L. Givens J. R. Copeland (sp) G. G. Gentry (Su) Sam Kiefner (ce-m) Paul Wellman (ce-e) Pete Lightner (sp-m) Debs Myers (sp-e)	M. M. Levand J. R. Levand (cm) M. M. Murdock Clyde Speer (asst. to publisher.) Sidney D. Long (cm)	Chas. Claus A. T. Butler (n) L. W. Millspaugh (cl) M. E. Adamson C. F. Bueoy (n) R. M. Syevens (cl)	M. Brown D. Allen (j)
WINFIELD 9,398	Courier (e) 5,007	.04	.032	(I) (AP) (J) (5¢-15¢w, 65¢m, $3. (74)	W. G. Anderson	W. G. Anderson	Ruby Boory H. L. Hart (sp)	W. G. Anderson M. R. Honnold (cm)	Nelson Bridge G. F. Honnold (n)	G. W. Seamas W. H. Fiske (j)

KENTUCKY

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASHLAND 29,074 37,899 (ABC City)	Independent (e) 9,407x Sunday edition (S) 10,987x	.06 .07	.03	(I) (AP) (3¢evg.-5¢ Sun-20¢w, 80¢m-$1.50) (104-4)	Ashland Pub. Co. B. F. Forgey, Pres.	B. F. Forgey	.....	J. T. Norris (bm)	.....	.....
BOWLING GREEN 12,348	Park City News (e) 3,519 Sunday edition (S) 3,534 Times-Journal (e) 1,355	.03 .03 .018	.025 .025	(D) (AP) (J) (5¢-15¢w-$2.50) (139) (D) (INS) (J) (26)	C. M. Gaines Times-Journal Pub. Co. H. H. Denhardt, Pres.	C. M. Gaines D. T. Caywood J. D. Denhardt	A. L. Temple D. T. Haselton (sp)	C. M. Gaines V. B. Gordan (cm)	John K. Ditto J. Lindsay (n) R. Martin (cl) J. S. Denhardt	J. B. Sublett M. H. Jackson
CORBIN 8,036	Tribune (e) 2,988 Sunday Times (S) 3,200	.03 .03	.02 .02	(I) (AP) (J) (3¢-15¢w-$1) (82)	Corbin Times-Tribune, Inc. H. J. Evans, Pres.	J. L. Crawford	Robt. E. Cummins J. L. Crawford (Su)	J. L. Crawford A. H. Smithern (cm)	J. O. Crawford	W. D. Grote
COVINGTON 65,252	Kentucky Post (e) *	.08	....	(I) (UP) (†) (2¢-12¢w, 50¢m-$1.17) (129) (*Circulation included with Cincinnati Post)	Post Pub. Co.	Donald E. Weaver Paul Wessling	Paul Wessling G. Kingsbury (sp)	C. H. Willenborg (bm) Geo. F. Groene (cm)	Chas. H. Willenborg John B. Green (cl)	.....
	KentuckyTimes-Star (e) *	.08	....	(R) (AP), INS, CP) (†) (J) (115-95) (*Circulation included with Cincinnati Times-Star)	Hulbert Taft	Pryor C. Tarvin	.....	W. B. Going (bm) W. J. Schults (cm)	F. J. Oexman (n)	.....
DANVILLE 6,729	Advocate (e) 2,475	.021	....	(D) (AP) (J) (5¢-20¢m) (74)	Columbia Ptg. Co. V. Richardson, Pub.	Vernon Richardson	Robert Wisner	V. Richardson (bm) J. S. Van Winkle (cm)	H. A. Richardson	E. Vaught
	Messenger (e) 2,360	.025	.025	(D) (INS) (J) (2¢-10¢w) (104-4)	Daily Messenger, Inc J. C. Alcock, Pres.	J. Curtis Alcock	W. Chauncey Alcock	J. Curtis Alcock	J. Curtis Alcock	W. H. Arnold I. G. Jackson (j)
FRANKFORT 11,626	State Journal (m) 3,173 Sunday edition (S) 3,173	.025 .025	....	(D) (AP) (J) (1-101)	State Journal Co.	J. L. Newman D. Moss	.....	J. L. Newman J. P. Newman (bm)	J. P. Newman (n)	.....
FULTON 3,502	Leader (e)	.018	....	(D) (AP) (J) (none)	Baptist Flag Pub. Co. J. H. Moore, Pres.	R. T. & J. H. Moore	.....	R. T. & J. H. Moore	.....	.....
GLASGOW 5,042	News (e) 2,163	.025	....	(I) (INS) (†) (54)	News Pub. Co. Mrs. E. F. Jewel, Pres.	Vivian J. Taylor	.....	T. P. Smith (bm)	T. P. Smith	C. Stevens
HARLAN 4,327	Enterprise (e) 2,680 Sunday edition (S) 2,680	.04 .04	....	(4-104)	J. M. Alverson	Don F. Whitehead	.....	.....	.....	.....

(*Continued on page* 44)

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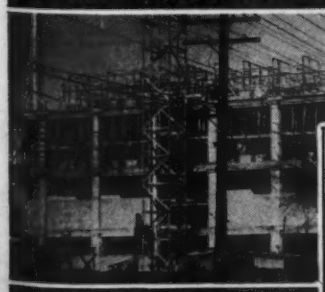

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KENTUCKY (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HENDERSON 11,668	Gleaner (m) **2,230** Journal (e) 1,050 Combined daily (me) **3,370** Sunday edition (S) **3,006**	 .... .04 .04		(D) (AP) (J) (41)	L. Harris			L. Harris E. C. Porter (cm)		
HOPKINSVILLE 10,746	Kentucky New Era (e) 4,500	.03	....	(D) (AP) (J) (4-104)	New Era, Inc. A. W. Wood, Pres.	Dudley Taylor		T. F. Wood (bm) R. Moseley (cm)	A. W. Wood, Jr.	F. Torian
LEXINGTON 45,736	Herald (m) **18,621** Sunday edition (S) **16,353** Leader (e) **20,991** Sunday edition (S) **21,372**	.08 .08 .08 .08	.... .043 .045	(D) (AP) (86)	Lexington Herald Co.	Thos. R. Underwood.	Robert W. Rouse Neville Dunn (sp) H. W. Phelps (Su)	Thos. R. Underwood. Henry Cogswell (cm)	Ed. Bubert R. Burkenbach (n) Ed. Bubert (cl)	N. Miller
LOUISVILLE 307,745 345,510 (ABC City)	Courier-Journal (m) **102,226** Times (e) **102,352** Combined daily (me) **204,578** Sunday edition (S) **158,699** Herald-Post (e) **53,505**	 .... .34 .32 .12		(I) (AP, UP, NANA) (*S) (†) (5¢d, 10¢S) (15) (I) (INS, US) (3¢-12¢w $1.50, 70¢) (135)	Robert W. Bingham. Herald-Post, Inc. John M. Pratt, Pub. Walter H. Girdler, Pres.	H. Robertson (m) Tom Wallace (e) Neil Dalton (me-m) A. Y. Aronson (me-e) John M. Pratt Frederic C. Lord]	C. P. Coleman (m) T. S. Perkins (e) Bruce Dudley (sp-m) L. M. McNeeley (sp-e) Cary Robertson (Su) J. Blanford Taylor Pete O'Donnell (sp)	Emanuel Levi, V.-P. H. W. Stodghill (bm) John M. Pratt A. L. Collins (bm) Clay Smith (cm)	H. McClaskey (loc.) A. R. Magee (n) O. S. Wespe (cl) R. E. Howell W. E. Barr (n) E. P. Bain (cl)	 G. Schuhmann
MADISONVILLE 6,908	Messenger (e) 3,873	.03	.02	(D) (AP) (3¢-15¢w, 50¢m-$1.25) (74)	Madisonville Pub. Co. Edgar Arnold, Pres.	Woodson Browning & Edgar Arnold	Albert Larmouth C. Hall Allen (sp)	Mary Royster (cm)	C. Hall Allen	C. Harris
MAYFIELD 8,177	Messenger (e) 4,120	.03	.025	(D) (AP) (J) (3¢-10¢w, 40¢m, $1) (74)	Messenger Pub. Co. Frank O. Evens, Pub.	Alton Hamlet Roy C. Evens	Nathan Yates (sp)	Frank O. Evens Gus Albritton (cm)	Roy C. Evens	F. O. Evens (j)
MAYSVILLE 6,557	Bulletin (m) 2,200 Independent (m) 3,750 Public Ledger (e) 2,000	.014 .03 .02	.... .015	(D) (26) (I) (AP) (J) (74) (R) (J) (2¢-10¢w, 30¢m) (82)	G. McCarthy Clarence Mathews	G. McCarthy John D. Littlejohn W. B. Mathews		 James Purdon C. Mathews (bm) M. D. Mathews (cm)	 M. D. Mathews	 J. B. Orr (j)
MIDDLESBORO 10,350	News (e) 3,914	.03	.02	(I) (UP) (J) (5¢-15¢w, 60¢m) (74)	Citizens News Co., Inc. Joe H. Nixon, Pres.	Robt. L. Kincaid	Robt. L. Kincaid Julian Howard (sp)	Robt. L. Kincaid E. B. Mace (cm)	John M. Thompson Mary Kilcoyne (n)	M. Wright
OWENSBORO 22,861 (ABC City) 22,765	Messenger (m) **10,986** Inquirer (e) **5,955** Combined daily (me) **16,941** Sunday edition (S) **17,259**	.... .08 .08	....	(D) (AP) (3¢daily, 5¢Sun., 15¢w, 65¢m) (none)	Owensboro Pub. Co., Inc. Lawrence W. Hager, Pres.	Lawrence W. Hager Jas. M. Pendleton	H. O. Potter L. D. Gasser (sp)	W. B. Hager Geo. M. Fuqua (bm) Jerome C. Conrey (cm)	Gordon A. Yancey Geo. M. Fuqua (n) Rex Hurt (cl)	M. R. Smith (n) F. M. Reuter (e)
PADUCAH 33,541	Sun-Democrat (e) **17,965** Sunday edition (S) **18,516**	.08 .08	....	(I-D) (AP, UP) (†) (5¢-15¢w, 65¢m, $1.17) (21)	Paducah Newspapers, Inc. Elliott C. Mitchell, Pub. W. P. Paxton, Pres.	Elliott C. Mitchell Joseph O. LaGore	Edwin B. Greenwald. Sam Livingston (sp) J. O. LaGore & Robt. E. B. Greenwald (Su)	Elliott C. Mitchell C. M. Givens(cm-city) Chas. Hughes(cm-subr.)	Edwin H. Mammen Camille Ballowe (n) D. Brown (cl)	O. H. Rothenberg
PIKEVILLE 3,377	News (e) New Daily	.035	.025	(I) (AP) (J) (5¢-15¢w, $1.60) (55)	Cumberland Pub. Co., Inc. C. E. Grote, Pres.	Selby Parks	Selby Parks	Chas. E. Grote Frank Scott (cm)	D. A. Brown R. B. Gibson	J. Crook (j)
RICHMOND 6,495	Register (e) 4,014	.035	.025	(D) (AP) (J) (5¢-10¢w) (26)	Register Co. Keen Johnson, Pres.	Keen Johnson	James A. Miller, Jr.	T. B. Challinor (bm). Wille Elam (cm)	T. B. Challinor	J. E. Strong (j)
WINCHESTER 8,233	Sun (e) 4,583	.03	.025	(D) (AP) (J) (5¢-10¢w, 40¢m) (55)	Winchester Sun Co., Inc. G. E. Tomlinson, Pres.		W. C. Caywood, Jr.	Ed Hedrick (cm)	Carroll Fisher, Jr.	O. B. Tolia

LOUISIANA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA 23,025 36,000 (City Zone)	Town Talk (e) 9,061	.06	....	(D) (AP) (J) (5¢-15¢w, 65¢m-$2.50) (77-146)	Vera H. Wilson, Pres. Rollo C. Jarreau, Pub.	Rollo C. Jarreau	H. H. Mobley R. Brewer (sp)	Hunter Jarreau J. E. Richardson (cm)	H. Jarreau Julia Brown (cl)	G. H. Dale J. R. Senecaux (j)
BATON ROUGE 30,729	Advocate (m) **3,771** State Times (e) **10,249** Combined daily (me) **13,020** Sunday edition (S) **4,542**	 .... .07 .07		(D) (AP, UP) (5¢-15¢w, 65¢m) (18)	Capital City Press Chas. P. Manship, Pub.-Pres.	Charles P. Manship. A. J. Alleman (me-m) C. P. Liter (me-e)	E. A. Guaymard (m). I. B. Ogden (e) W. I. Spencer (sp-m) M. McCann (sp-e)	Charles P. Manship. J. L. Blackwell (bm) A. E. Sholar (cm)	H. S. Benjamin (loc). Chas. P. Manship, Jr. (n) A. H. Meyer (cl)	W. N. Cabell
CROWLEY 7,656	Signal (e) 2,199	.03	....	(I) (AP) (none)	Signal Pub. Co., Inc. Orville E. Priestly, Pub.	Orville E. Priestly				
HAMMOND 6,072	Courier (m) 3,117	.03	....	(I-D) (AP) (J) (55).	Courier Pub. Co., Inc. W. Holding Carter, Pub.	W. Holding Carter	Howard Hyde			
LAFAYETTE 14,635	Advertiser (e) 5,075	.04	....	(I) (AP) (5¢-15¢w, 65¢m) (21)	Advertiser-Gazette, Inc. Thos. M. Callahan, Pub. Morgan Murphy, Pres.	Thomas M. Callahan. Will F. Candler	R. A. Singer Raoul Guildry (sp)	Thos. M. Callahan Paul Elmer (bm) Chas. Walker (cm)	Paul Elmer Claire Campbell (n) Kermit Escudier (cl)	O. A. Fourcat
LAKE CHARLES 15,791	American Press (e) 6,449	.05	....	(I-D) (AP) (J) (74).	F. A. Smith			F. A. Smith L. C. Martin (cm)	V. M. Andrus (n)	
MONROE 26,028 32,504 (ABC City)	World (m) **10,421** News-Star (e) **10,436** Combined daily (me) **20,857** Sunday edition (S) **18,061** Morning & Sunday (mS)	 .... .10	 .... .10	(I) (AP) (J) (5¢-20¢w, 75¢m, $1.25, $1.25-m&e; $2.50; $2.50 Sun) (15)	News-Star-World Pub. Corp. John D. Ewing, Pub.-Pres.	Fred Williamson	Fred Williamson Geo. V. Lofton (sp) Fred Williamson (Su)	J. M. Myatt Harry B. Murdoch (cm)	Wilson Ewing	E. B. Nayler
NEW IBERIA 5,003	Mail (m) New Daily Sunday edition (S)	.03 .03	....	(26)						

(*Continued on page* 46)

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Finance by B. C. Forbes

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

LOUISIANA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnotes on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
NEW ORLEANS.. 458,762 473,225 (ABC City)	Item (e) 58,498x	.17	....	(I-D) (AP, UP, NANA) (†) (J) (3¢evg, 5¢ morn.; 20¢ evg w, 25¢ morn w.) (90)	Item Co., Ltd..... James M. Thomson, Pres.	Marshall Ballard..... Clarke Salmon	D. H. Higgins..... Fred Digby (sp) Chas. Campbell (Su)	J. W. Fanz (bm)..... P. J. Thomson (cm)	L. R. Jalenak..... C. W. Hancock (n) J. M. Nichaus (cl)	E. Schmale W. Hayden (j)
	Tribune (m) 29,726x	.13	....							
	Combined daily (me) 88,224x	.22	....							
	Sunday edition (S) 72,468x	.18	....							
	Times-Picayune (m) 113,868x	.22	.22	(I-D) (AP, INS) (J) 5¢morn, 3¢evg-20¢w, morn; 12¢w, evg, 90¢m-morn. 55¢m, evg.) (108)	Times-Picayune Pub. Co. L. K. Nicholson, Pres.	Leonard K. Nicholson (m) J. Walker Ross (e) Bernard L. Krebs (me-m) J. Walker Ross (me-e)	Geo. W. Healy (m).. Jas. E. Crown (e) Wm. McG. Keefe (sp-m) Harry Martines (sp-e)	L. K. Nicholson..... John F. Tims, Jr.(bm) John M. Black (cm)	Aubrey F. Murray (m) Donald W. Coleman (e) Ronald Ladreyt (n) A. J. Combe (cl)	F. K. Fossid
	States (e) 52,181x	.15	.15							
	Combined daily (me) 166,049x	.30	....							
	Sunday edition (S) 152,731x	.30	.30							
	Morning & Sunday (MS)	.42	....							
	Evening & Sunday (ES)	.38	....							
RUSTON..... 4,400	Leader (e) 1,200	.025	....	(D) (†) (J) (55).....	Leader Pub. Co., Inc. C. E. Faulke, Jr., Pres.	C. E. Faulk, Jr.....	.....	C. E. Faulk, Jr.....	C. E. Faulk, Jr.....	.....
SHREVEPORT.... 82,162	Journal (e) 29,132	.08	....	(D) (AP) (J) (5¢-(5¢-12¢w, 50¢m-$2) (18)	D. Attaway.....	D. G. Frantz.....	W. W. Moore..... Otis Harris (sp)	D. Attaway..... T. R. Grafton (bm) W. D. Green (cm)	Jake Bosley..... H. T. Riddle (n) Grant Richardson (cl)	S. B. Harper
	Times (m) 44,002	.11	....	(D) (AP, UP) (†) (5¢morn, 10¢ Sun-20¢w, 75¢m-$2.50) (15)	Times Pub. Co., Ltd. John D. Ewing, Pub.-Pres.	John D. Ewing..... Chas. A. Hasen	Ralph N. Swanson... Joe R. Carter (sp)	L. A. Mailkes..... Ralph B. Corn (cm)	Otto S. Bruck..... Richard Hale (n)	A. Arnold
	Sunday edition (S) 45,274	.13	....							

MAINE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnotes on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
AUGUSTA..... 17,198 19,873 (ABC City)	Kennebec Journal (m) 8,828	.05	.04	(I-R) (AP) (J) (3¢-18¢w, 70¢m, $2.) (96)	Gannett Pub.Co.,Inc. Guy P. Gannett,Pres. F. R. Lord, Pub.	Frank Manson..... D. M. Berran	Clyde W. Metcalf... R. G. Kendall (sp)	Horace Colburn (bm) Edward Byron (cm)	Lester M. Hart..... John A. Conant (cl)	O. Kimball J. F. Deery (j)
BANGOR..... 28,749 36,203 (ABC City)	Commercial (e) 16,725	.07	.045	(I) (AP) (J) (3¢-15¢w, 60¢m, $2) (56)	J. P. Bass Pub. Co... Harry F. Ross, Pres.	Oliver L. Hall.....	.....	H. F. Ross..... John L. Conway (am)	J. R. Welch.....	.....
	News (m) 28,459	.09	....	(I) (AP) (3¢-15¢w-$2.25) (135-47)	Bangor Pub. Co..... Fred. D. Jordan, Pub.-Pres.	L. T. Smyth..... J. M. O'Connell, Jr.	J. M. O'Connell, Jr.. John Moran (sp)	Fred. D. Jordan..... Walter B. Reed (bm)	Ernest P. Gosling....	.....
BATH..... 9,110	Times (e) 2,014	.02	....	(R) (AP) (J) (96)...	Times Co..... F. B. Nichols, Pub.	H. C. Webber..... F. B. Nichols	A. K. Purington..... E. A. Stover (sp)	F. B. Nichols (bm).. M. D. Avery (cm)	F. B. Nichols.....	.....
BIDDEFORD..... 17,633	Journal (e) 6,061	.03	....	(I) (AP) (J) (2¢-12¢w, 50¢m, $1.25) (96)	Journal Pub. Corp... James A. Cook, Pres.	R. F. Wormwood.... G. W. Bridgman (man.-dir.)	T. F. Mahoney.....	G.W. Bridgman (bm) Leo Joncas (cm)	G. W. Bridgman.... Leo Joncas (cl)	W. H. Hayes W. B. Heffern
LEWISTON..... 53,519	Sun (m) 20,496	....	....	(I).....	Lewiston Daily Sun, Inc. L. B. Costello, Pres.	George W. Wood (m) A. G. Staples (e)	N. W. Benner (m)... D. S. Dexter (e) C. E. Gove (sp-m) N. Thomas (sp-e)	L. B. Costello..... Frank S. Hoy (bm)	Frank S. Hoy.....	R. H. Costello
	Journal (e) 11,932	....	....	(R)(AP) (3¢-15¢w, 60¢m, $2.) (96)						
	Combined daily (me) 32,428	.10	.075							
PORTLAND..... 70,810	Press-Herald (m) 38,744	....	....	(R) (AP, UP, INS) (mer) (3¢ morn.-evg., 10¢Sun, 15¢w, 70¢m-$2.) (96)	Gannett Pub. Co., Inc. Guy P. Gannett,Pres.	H. M. Bigelow (m).. Fred. K. Owen (e)	F. E. Cousins (m)... N. E. Gordon (e) W. C. Cornish (sp-m) E. D. Small (sp-e) H. J. R. Tewksbury (Su)	R. E. Gray (cm)....	D. R. Davis.....	.....
	Express (e) 24,076	....	....							
	Combined daily (me) 62,820	.16	.10							
	Sunday edition (S) 43,837	....	....							
	Evening & Sunday (ES)	.16	....							
	News (e)	.06	....	(I) (UP) (119-28)...	Portland Eve. News, Inc.	Ernest Gruening..... H. A. Merrill	F. P. Farrell..... A. Goodwin (sp)	William P. Bruce.... Bruce H. Walker (cm)	M. C. Gross.....	.....
WATERVILLE.... 15,454	Sentinel (m) 8,159	.04	.03	(I) (AP) (3¢-18¢w, 75¢m, $1.50) (96)	Gannett Pub. Co.... Guy P. Gannett, Pres.	Caleb A. Lewis.....	Edward D. Talberth.	Caleb A. Lewis..... L. R. Wardwell (cm)	H. N. Gray.....	C. R. Fitch

(*Continued on page* 48)

PULITZER AWARDS FOR 1934, MADE 1935

THE annual $500 gold medal awarded to an American newspaper for the most disinterested and meritorious public service rendered during 1934 went to the *Sacramento* (Cal.) *Bee* for a series of articles by Associate Editor Arthur B. Waugh, which led to the cancelling of a Presidential appointment to the United States Circuit Court of Appeals.

Honorable mention in this classification went to the *Sheboygan* (Wis.) *Press* for a series of articles uncovering laxity and poor conditions in state institutions for the feeble-minded.

For distinguished service as a foreign or Washington correspondent during the year, Arthur Krock, of the *New York Times* Washington bureau, won $500.

William H. Taylor was awarded the $1,000 reportorial prize, given for accuracy and terseness, preferably achieving the accomplishment of some public good commanding public attention and respect. Mr. Taylor's series of brightly-written stories in the *New York Herald Tribune* on the International Yacht Races brought him the $1,000 honor.

Ross A. Lewis, of the *Milwaukee Journal*, won the $500 prize for a "distinguished example of cartoonist's work." The award was made for the cartoon, "Sure I'll Work For Both Sides," which was printed in the Journal Sept. 1, 1934.

Prizes in Letters

Novel ($1,000)—"Now in November," by Josephine Winslow Johnson (Simon and Schuster, Inc.).

Play ($1,000)—"The Old Main," by Zoe Atkins (Empire Theatre).

American History ($1,000)—"The Colonial Period of American History," by Charles McLean Andrews (Yale University Press).

American Biography ($1,000)—"R. E. Lee," by Douglas S. Freeman (Charles Scribner's Sons). Honorable mention: "James G. Blaine," by David Saville Muzzey (Dodd, Mead and Co.)

Traveling Scholarships

Three traveling scholarships, having the value of $1,500 each, are awarded to the graduates of the Pulitzer School of Journalism who have passed examinations with highest honors and are otherwise most deserving.

1. Elwood N. Thompson, of Lincoln, Nebraska.
2. August Loeb, of Shreveport, Louisiana.
3. Joseph Pierre Ciszek, of Brooklyn, New York.

Alternates:

1. Donald Reynolds, of Brooklyn, New York.
2. Marie F. Sauer, of Elizabeth, N. J.
3. Leo M. Friedman, of Brooklyn, New York.

EDITOR & PUBLISHER NEWSPAPER PROMOTION AWARDS FOR 1934

FROM a field of 40 entries, the *New York Daily News* for the third consecutive year was victorious in the Editor & Publisher newspaper promotion contest and won permanent possession of the silver cup for the best all-around newspaper promotion. Runner-up was the *Des Moines Register and Tribune*.

Certificates were awarded as follows in these classifications:

Best promotional work done by a group under common ownership (or territorial group)—

First—Scripps-Howard Newspapers.
Second—Ontario Associated Dailies.

Most valuable single ad for circulation promotion—

First—*New York Herald Tribune.*
Second—*Pittsburgh Press.*

Most valuable campaign for circulation purposes—

First—*New York American.*
Second—*New York Daily News.*

Most valuable group or group of ads directed to advertisers and appearing in newspapers—

First—*New York Daily News.*
Second—*Philadelphia Bulletin.*

Most valuable single ad directed to advertisers and published in newspapers—

First—*New York Daily News.*
Second—*Philadelphia Bulletin.*

Most valuable individual ad for promotion of classified advertising—

First—*Des Moines Register-Tribune*
Second—*New York Herald Tribune*

Most valuable campaign for promotion of classified advertising—

First—*Des Moines Register-Tribune*
Second—*New York World-Telegram*

Most valuable single advertisement appearing in trade papers—

First—*New York Daily News.*
Second—Ontario Associated Dailies

Most valuable trade paper campaign—

First—*New York Daily News.*
Second—*New York Sun.*

Most valuable single mailing piece directed to advertisers—

First—*New York Daily News.*
Second—*Bayonne* (N. J.) *Times*

Most valuable mailing piece campaign directed to advertisers—

First—*Washington* (D. C.) *News*
Second—*New York Herald Tribune*

Most valuable data book analyzing the Market and the Newspaper—

First—*New York Sun.*
Second—*Spokane Spokesman-Review*

Most valuable research, analyzing specific phases of market or newspaper—

First—*Chicago American.*
Second—*Des Moines Register and Tribune.*

HUNDREDS AND HUNDREDS OF SOLID BLOCKS THROUGHOUT BALTIMORE AND SUBURBS . . . . .

WHERE EVERY OCCUPIED HOUSE IS SERVED SUNPAPERS REGULARLY

BALTIMOREANS have a number of decided preferences Among the outstanding is Home Delivery of The Sunpapers.

Go where you may throughout the length and breadth of the city and suburbs, you will find thousands and thousands of homes from which no member of the family need ever go forth to buy a Sunpaper. Sunpaper Carrier Delivery is just that popular and dependable the year 'round.

Here are shown some of the "solid blocks" on the routes of Sunpaper Carriers. To every occupied house in every one of these blocks and in hundreds and hundreds of similar blocks scattered throughout Baltimore and suburbs, Sunpapers are delivered with unfailing regularity.

Some of these solid blocks are located in middle-class sections of the city, where home rentals are as low as $30 or less. Others are typical of outlying suburban developments where home ownership predominates and the family's purchasing power is greater. Taken as a group, these hundreds and hundreds of solid blocks constitute a city in themselves—a city where Sunpapers are served 100 per cent. The reason is not far to seek:

Sunpaper route franchises are held by 142 men who devote all of their time to this work. Forty-nine of these Carriers, who handle The Sunpapers exclusively, have seen 10 years or more of continuous service.

Such efficiency of carrier delivery, such coverage of homes place emphasis upon what most advertisers already know: Baltimoreans are most readily reached through the columns of The Sunpapers—morning, evening and Sunday.

THE SUNPAPERS IN DECEMBER

Daily (M&E) 281,004 — A Gain of 9,173 Over December Year Ago

Sunday . . . 199,917 — A Gain of 8,069 Over December Year Ago

JOHN B. WOODWARD, Inc.
Bowery Bank Bldg., New York
Russ Bldg., San Francisco
C. of C. Bldg., Los Angeles

C. A. COUR
Globe-Democrat Bldg., St. Louis
GARNER & GRANT
Glenn Bldg., Atlanta

GUY S. OSBORN, SCOLARO & MEEKER, Inc.
360 Michigan Avenue, Chicago
General Motors Bldg., Detroit

THE SUN

MORNING EVENING SUNDAY

"Everything in Baltimore Revolves Around The Sun"

ADVERTISING GAINS The Sunpapers---morning, evening and Sunday---continue to show gains in advertising. For 1935 the gain was almost a quarter of a million lines (240,464) over the 1934 figures, which showed an increase of 1,877,043 lines over the previous year---The Sunpapers' growth in advertising for the two years of 1934 and 1935 being more than two million lines . . . . . .

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

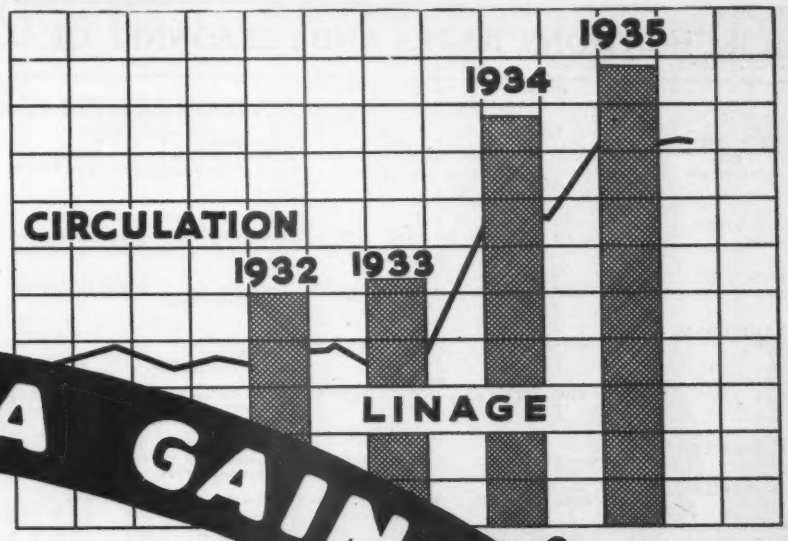
MARYLAND

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnotes on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNAPOLIS 12,531	Capital (e) 3,394	.03	.025	(I) (AP) (J) (2¢-12¢w, 45¢m-$1) (41)	Capital Gazette Press, Inc. Talbot T. Speer, Pres.	David S. Jenkins	E. M. Jackson	David E. Jenkins (bm) J. B. Moore (cm)	F. Dammeyer	M. DeConway
BALTIMORE 804,784 833,499 (ABC City)	News-Post (e) 200,344 Sunday American (S) 225,853	.35 .35	.13 .14	(I) (AP, UP, INS, US) (†) (J) (2¢d, 10¢S-15¢w, 65¢m-$1.33d, $7.50S) (65)	American Newspapers, Inc. A. B. Chivers, Pub. W. R. Hearst, Pres.	W. M. Baskerville (me)	Andrew Banks Rodger Pippen (sp)	A. B. Chivers E. D. Becker (bm) C. B. Julian (cm)	H. R. Weaver (local). Erwin Huber (n) L. J. Frankel (el)	
	Record (m) 2,153	.08	....	(UP) (J) (2¢-$1)	Daily Record Co. E. Warfield, Jr., Pres.	Frank T. Wallace		Frank T. Wallace William T. Quinn (cm)	James J. Callahan	G. S. Powell (j)
	Sun (m) 142,391 Evening Sun (e) 138,023 Combined daily (me) 280,994 Sunday edition (S) 194,956	.... .50 .50	.... .32	(I-D) (AP, UP, NANA, NYHT, MG) (*S) (†) (2¢, 2¢, 10¢-12¢w, morn, 12¢w, evg, 5¢Sun; me-combined 25¢w-$1.33⅓ morn; $1.33⅓ evg, $7.50Sun) (150-114-96B)	A. S. Abell Co. Paul Patterson, Pres.	John W. Owens (m) Hamilton Owens (e) Wm. E. Moore (me-m) J. E. Murphy (me-e).	H. K. Fleming (m) C. B. Earnest (e) J.A.Linthicum(sp-m) A. P. Menton (sp-e) Mark S. Watson (Su)	Wm. F. Schmick (bm) E. P. Kavanaugh(cm)	Walter K. Wall Chas. O. Reville (n) Geo. T. Bertsch (el)	L. F. Friss
CAMBRIDGE 8,544	Banner (e) 1,682	.02	....	(D) (AP) (J) (41)	P. W. Webb	P. Watson Webb		P. Watson Webb E. R. McNamara (cm)		
CUMBERLAND 37,747 40,373 (ABC City)	News (m) 9,755	....	....	(R) (AP) (2¢-12¢w, 50¢m-$1, $1) (41).	Daily News of Cumberland Wm.L.Geppert, Pres.	William Geppert Jas. A. Halloran (me-m)	Burke P. Brown (m). Clarence P. Brown (sp-m)	William L. Geppert Ernest E. Davis (cm)	Wilbur K. Bishop Roy I. Haines (el)	J. K. Mooney
	Times (e) 16,592 Combined daily (me) 26,347 Sunday edition (S) 16,197	.... .11 .07	....	(D) (AP) (2¢-12¢w-50¢m) (41)	Times & Alleganian Co. Jos. B. Finan, Pres.	Jos. B. Finan	Frank Lee Carl (e) Eugene Gunning(sp-e) J. W. Hunt (Su)	J. B. Finan Jas. A. Black (bm) J. K. Mooney (cm)	M. F. Prendergast J. W. Moody (n) Edw. Finan (el)	
FREDERICK 14,434	News (m) 4,289 Post (e) 5,107 Combined daily (me) 9,396	.... .04	.... .036	(I) (AP) (J) (2¢-35¢m-$1) (77)	Great Southern Ptg. & Mfg. Co. L. E. Birely, Pres.	R. E. & W. T. Delaplaine (me)	J. L. C. Sunday (m). A. T. Brust (e) Henry Decker (sp)	R. E. Delaplaine W.T.Delaplaine.(bm) Wm.Brandenburg(cm)	Richard Walker Franklin Marsh (n)	W. S. Bennett
HAGERSTOWN 30,861	Herald (m) 5,832 Mail (e) 9,616 Combined daily (me) 14,648	.... .06	.... .042	(R) (D) (AP) (J) (2¢-$1) (21)	S. E. Phillips, Pub. W. P. Lane, Jr., Pres.	C. N. Baylor (m) J. A. Hawken (e)	Frank Colley (sp)	S. E. Phillips Frank D. Wolts (cm)	J. S. Hade	C. Snyder H. McCuns (j)
SALISBURY 10,997	Times (e) 3,340	.03	.025	(D) (AP) (†) (J) (3¢) (41)	News Pub. Co. Alfred T. & Chas. J. Truitt, Pubs.	Charles J. Truitt	Charles J. Truitt	Alfred T. Truitt	Alfred T. Truitt	W. S. Daugherty

MASSACHUSETTS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnotes on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMESBURY 11,599	News (e) 2,500	.025	....	(I) (J) (1¢) (41)	Amesbury Pub. Co. C. S. Coffin, Pres.	E. J. Graves		C. H. Coffin (bm) E. R. Coffin (cm)		
ATHOL 10,677	News (e)	.03	....	(I) (2¢-12¢w, 50¢m-$1.50) (116)	Lincoln O'Brien Pub. Co., Inc. L. O'Brien, Pres.	Lincoln O'Brien	Harold Beaman Martin Powers Rich. Goulding (sp)	Hazel MacDonald (off.mgr.) J. Clarence Hill (bm). A. W. Cullen (cm)	L. C. Beeler (Prom.). Lee Johnson (el)	T. J. McGrath
ATTLEBORO 21,769	Sun (e) 5,550r	.04	.025	(I-R) (AP) (2¢-$1.25) (96)	Sun Pub. Co. Chas. C. Cain, Jr., Pres.	Clarence D. Roberts.	F. P. Feeney Eldon Berthold (sp)	E. E. Berthold (cm).	H. A. Millard Ellis Reitzel (el)	A. A. Penney
BEVERLY 25,068	Times (e) 4,723	.035	.0286	(R) (INS) (2¢-12¢w-$1.15) (135)	Times Pub. Co. L. S. Hovey, Pres.	Lewis R. Hovey C. B. Hovey	L. P. Stanton F. S. King (sp)	L. R. Hovey L. S. Hovey (bm) Paul Bauer (cm)	L. S. Hovey	E. Hutt
BOSTON 781,188 1,934,642 (ABC City)	American (e) 247,617 Sunday Advertiser (S) 563,684	.50 .75	.30 .35	(AP, INS, US) (†) (2¢d, 10¢S) (65)	N. E. Newspaper Pub. Co. Carl Dreyfus, Pub. W. R. Hearst, Pres.	J. A. Malloy (me)	A. D. Whelton J. E. Conway (sp) J. W. Reardon (Su)	E. J. Rhatigan (bm) J. W. Kenney (cm)	J. J. Cremmen R. J. Meyers (el)	
	Christian Science Monitor (Daily) 120,779	.80	.50	(I) (*Wed) (†) (J) (5¢-18¢w, 75¢m-$2) (104a-32a-150a-142a, 21a)	Christian Science Pub. Society	*Editorial Board	Volney D. Hurd G. M. R. Holmes (sp) P. S. Deland (news)	R. R. Harrison H. A. Johnson (cm)	Norman S. Rose M. A. Blanchard (n) H. C. Burr (asst. adv. mgr.) Rufus Steele.	H. T. Stanger, (prod. Supt.)
	*(The Editorial Board comprises: J. Roscoe Drummond, Exec. Ed.; Frank L. Perrin, Lewis R. Miller and Donovan M. Richardson.)									
	Globe (m) 126,611 Globe (e) 123,260 Combined daily (me) 249,871 Sunday edition (S) 286,531	.... .50 .55	....	(I) (AP) (†) (2¢d, 10¢S) (114-55a-150-96B)	Globe Newspaper Co.	W. D. Sullivan (me)		W. O. Taylor (bm)		
	Herald (m) 124,780 Traveler (e) 174,876 Combined daily (me) 296,656 Sunday edition (S) 146,306 Sunday & Evening (ES)	.... .55 .45 .60	....	(R) (AP, UP, NYT) (*S) (J) (2¢d, 10¢S) (90)	Herald Traveler Corp. E. W. Preston, Pub.	R. B. Choate		E. W. Preston (bm) Karl F. Hall (cm)		
	News Bureau (me) 4,807	.30	.30	(I) (UP) (7¢- $5) (none)	H. M. Cole, Pres.	Herbert M. Cole Frank M. Simmons		Guy Bancroft (bm) Thos. F. Lyons (cm)	Guy Bancroft (bm)	J. A. Fopiano
	Post (m) 355,412 Sunday edition (S) 281,713	.60 .55	.40 .34	(I-D) (AP, UP, CT, NYHT) (†) (J) (2¢- $1.25) (78-12)	Post Pub. Co. R. Grosier, Pub. W. F. Carley, Pres.	Richard Grosier Clifton B. Carberry	Edward J. Dunn H. G. Reynolds (sp) C. E. L. Wingate (Su)	William H. Paul (bm) E. J. Maguire (cm)	Alfred H. Marchant M. J. Noonan (n)	J. D. Hurley
	Record (m) 320,721	.45	....	(I) (UP, INS, US) (123)	Northeastern Pub. Co. J. T. Cushing, Pres.	J. P. Murphy			E. Hoftyzer (adv. dir)	
	Transcript (e) 29,537 Saturday edition (Sat) 40,546	.25 .35	.20	(I-R) (AP) (†) (3¢e, 5¢Sat-20¢w) (44-12)	Boston Transcript Co. G. E. Stephenson, Pres.	Henry T. Claus	Charles F. Marden Geo. C. Carens (sp)	L. M. Hammond (bm) L. M. Hammond, Jr. (cm)	Shedd Vandenberg Wm. H. Pond (n) E. W. Parker (el)	C. W. Phinney
BROCKTON 63,797	Enterprise & Times (e) 31,357x	.10	.075	(I) (UP, AP) (†) (2¢-12¢w, 50¢m-$1.50) (96)	Enterprise Pub. Co. S. Heath Rich, Pres.	S. Heath Rich D. M. Travis (news)	R. E. Riordon James H. Burke (sp)	Charles L. Fuller A. B. Carleton (cm)	Wm. H. Hallissy A. G. Barnfield (n)	W. W. Adams
CHELSEA 45,816	Record (3) 3,201	.03	....	(I) (2¢) (41)	Evening Record, Inc. Mrs. L. M. Robie, Pres.	Herbert D. Hancock.	F. W. Leary G. W. Slade (sp)	P. H. Carroll (cm)	E. M. Brown (n) H. J. Brown (el)	Benj. Zaiger
CLINTON 12,817	Item (e) 2,410	.02	.0175	(I) (INS) (J) (2¢-12¢w, 50¢m) (96)	W. J. Coulter, Inc. C. C. Coulter, Pres.	Orra L. Stone C. H. Coulter	O. L. Stone Patrick Joyce (sp)	C. C. Coulter	C. C. Coulter C. H. Coulter (n)	C. C. Coulter (j)
EVERETT 48,242	News (e) 5,700	.04	.04	(I) (UP) (2¢-12¢w-$1) (123)	Maurice M. Israels, Pub. F. W. Enwright, Pres.	Paul Swinehart M. M. Israels	Joseph Nevins Frank Dowd (sp)	M. M. Israels D. Stacy (cm)	M. M. Israels D. R. Stacy (n) D. K. Stacy (el)	J. Daye

(*Continued on page 50*)



AGAIN - A GAIN!

THE NEWS-POST'S phenomenal circulation and linage gains in 1934 were startling enough, but here are two new "highs" for 1935 that prove the previous attainment was no "flash in the pan." Things happened in Baltimore in 1934 — and kept on happening in 1935. Readers and advertisers alike went NEWS-POST in a big way.

REACHING MORE THAN 4 out of 5 BALTIMORE FAMILIES

CIRCULATION

The NEWS-POST'S surprising new daily average of

200,179

is a circulation never before attained and maintained in Baltimore. And the trend is still upward for 1936.

Circulation 12 mos. ending Sept. 30, 1935	200,179
Circulation 12 mos. ending Sept. 30, 1934	173,879
Gain for year	26,300

ADVERTISING

As in 1934, so in 1935 advertisers went NEWS-POST in a big way. The 1935 record,

1,202,077

line gain following the astounding gain of more than 3½ million lines the previous year, proves conclusively that the NEWS-POST is producing SALES RESULTS.

Total linage carried in 1935 . . .	10,023,274
Total linage carried in 1934 . . .	8,821,197
Gain for year	1,202,077

More than 84% of all the families in Baltimore's ABC city zone are covered by this one evening paper. Four out of five—that's what you want to remember when you put your dollars to work in this rich market.

BALTIMORE NEWS•POST

Baltimore's Family Newspaper

Represented Nationally by

HEARST INTERNATIONAL ADVERTISING SERVICE

RODNEY E. BOONE, *General Manager*

The Baltimore SUNDAY AMERICAN, too, reached a new high in 1935, adding 12,920 circulation for a total 12 months average of 227,196; the largest circulation in the entire South. It, also, had a substantial gain in advertising linage.

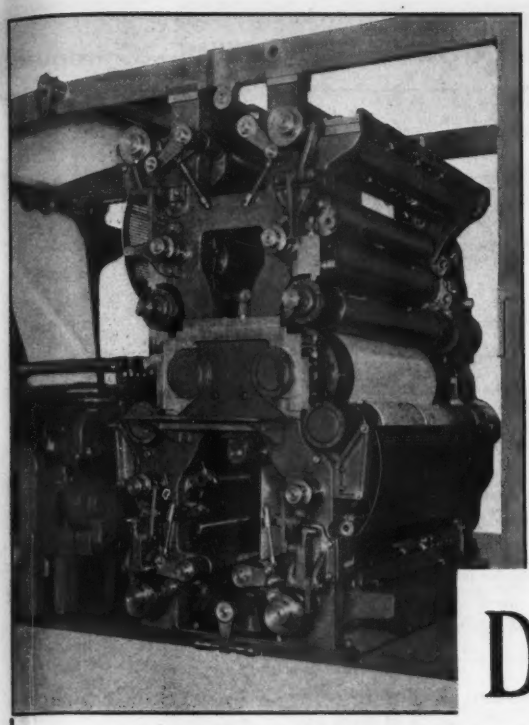
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MASSACHUSETTS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat. Minimum Adv.	Minimum Adv. Line Rate Local Minimum Adv.	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
FALL RIVER	Herald News									
115,274	(e) 28,658	.11	.09	(I) (AP, UP) (†) (2¢-15¢w- $1.50) (78)	Herald News Pub.Co. C. F. Kelly,Pub.-Pres.	Thos. A. McDonald..	Edward J. Delaney.. Francis J. McGrath (sp)	Charles E. Sevigny.. Geo. E. Sullivan (cm)	Joseph A. Downey... Glenn D. Chrow (cl)	A. A. Hocks
FITCHBURG	Sentinel									
40,692	(e) 11,622	.045	.03	(I-R) (AP)(2¢-$1.25) (96)	Sentinel Ptg. Co..... George H. Godbeer, Pres.	George H. Godbeer..	Dennis T. Mulcahy.. Henry O'Keefe (sp)	Frank C. Hoyt (bm). E. G. Wellington (cm)	Allan C. Inman..... E. G. Wellington (cl)	W. R. Rankin
FRAMINGHAM	News									
22,210	(e) 5,076	.03	....	(I) (INS) (2¢) (135)	News Pub. Co. of Framingham J. E. MacPherson,Pres.	Ralph F. Dewey.....	.....	Alvers C. Benson....	Alvers C. Benson....	.....
GARDNER	News									
19,399	(e) 4,702	.035	.0215	(I) (AP) (2¢-50¢m) (96)	Est. of Walter E. Hubbard Germaine L. Hubbard, Pres.	Joseph K. Colton....	Joseph K. Colton.... Thos. F. Flynn (sp)	S. W. Rogers..... C. R. Carlson (cm)	S. W. Rogers.....	A. J. Lajoie
GLOUCESTER	Times									
24,204	(e) 6,572x	.035	....	(I-R) (2¢) (135)....	Gloucester Times Co. Wm. A. Procter, Pres.	John A. Radcliffe....	.....	Wm. A. Procter (bm) C. Johnson (cm)	.....	.....
GREENFIELD	Recorder-Gazette									
15,500 25,583 (ABC City)	(e) 6,604	.045	.0357	(R) (AP) (†) (3¢-15¢w, 60¢m-$2.15) (56)	Recorder Pub. Co.... H. Irving Jenks, Pub. Howard C. Rice,Pres.	Paul S. Walcott.....	George Whitney.....	H. Irving Jenks..... Delmar P. Magoon (cm)	Edward J. McHugh.. H. I. Jenks (n)	F. B. McGarrah
HAVERHILL	Gazette									
48,710	(e) 15,841	.06	....	(I-R) (AP) (2¢) (44)	Gazette Co..... Robt. L. Wright, Pub.-Pres.	W. H. Heath.....	.....	W. J. Page (bm)..... J. A. Fareta (cm)	F. B. Fuller (n).....	D. A. Piggott
	Sunday Record (S) 11,695	.04	.035	(R) (†) (J) (10¢-40¢m-$7.50)(none)	Record Pub. Corp... Lewis R. Hovey, Pub. Helen S. Hovey, Pres.	Ray L. Horsch.....	Ray L. Horsch..... Bud King (sp) Ray L. Horsch (Su)	Lewis R. Hovey..... Laurance S. Hovey (bm) Clayton Maynard(cm)	Harlan Noyes..... Laurance S. Hovey(n) Fred Phillipps (cl)	C. Pingrie M. R. Hovey (j)
HOLYOKE	Transcript-Telegram									
56,537	(e) 17,513	.065	.064	(I) (UP) (mer) (†) (2¢-$1) (96)	Holyoke Trans. Pub. Co., Inc. Mrs. Minnie R. Dwight, Pub.-Pres.	Mrs. Minnie R. Dwight William Dwight	Joseph C. Doyle..... William Keating (sp) M. F. O'Connor(news)	Arthur Ryan..... Edward O'Brien (cm)	Henry M. Healy.... Catherine McCann(n) Henry Healy (cl)	J. Mahoney
HUDSON (See Marlboro below.)	Hudson Sun and Marlboro Enterprise sold only in combination. See Marlboro listings.									
LAWRENCE	Eagle									
85,068	(m) 2,941	....	....							
	Tribune (e) 25,997	....	....	(D) (AP) (†) (J) (17-12)	Hildreth & Rogers Co. A. H. Rogers, Pub.	.....	F. E. Humphrey (m). John A. O'Hearn (e)	A. H. Rogers..... Edw. O'Brien (cm)	C. T. Schueler (Adv.-Dir.) G. A. Mellen (n)	.....
	Combined daily (me) 28,938	.10	....							
	Telegram (e) 8,732	.05	....	(R) (UP) (mer) (J) (123)	Telegram-Sun, Inc...	R. W. Emerson.....	.....	J. P. S. Mahoney, Jr. T. J. McGrath (bm)	J. P. S. Mahoney, Jr.	.....
	Sunday Sun (S) 14,735	.05	....							
LEOMINSTER	Enterprise									
21,810	(e) 4,116	....	.02	(R) (J) (2¢-12¢w, 50¢m-$1.25) (96)	Enterprise Pub. Co.. Nathan H. Gist, Pres.	Nathan H. Gist.....	Bill Yean (sp).....	Walter N. Howe.....	William James.....	S. R. Griffin G. S. Gibson (j)
LOWELL	Courier-Citizen									
100,234	(m) 12,635x	....	....	(I).....	Courier-Citizen Newspaper Co. Philip S. Marden, Pres.	Philip S. Marden (m) C. E. Gallagher(me-e)	Joseph Clough (m)... Willis Beane (e) Conrad Gauthier(sp-m) H. C. Glasheen (sp-e)	Wm. G. Spence..... A. E. Holdsworth(cm)	Miles F. P. Dallison.	L. P. Goodrich
	Leader (e) 9,623x	....	....	(D) (AP, UP) (†) (2¢-12¢w, 50¢m, $1.50) (17)						
	Combined daily (me) 22,258x	.08	.08							
	Sun (e) 13,903x	.07	....	(D) (AP, INS) (†) (2¢) (96)	Lowell Sun Co..... Mary H. Costello, Pres.	Thos. F. McSorley,Jr.	.....	Frank A. Lawlor.... Frank J. Finnegan(cm)	Frank A. Lawlor....	.....
	Sunday Telegram (S) 14,906	.06	.055	(I) (5¢) (104-4).....	Telegram Pub. Co... B. L. Poussner, Pres.	John A. Lamberton..	John A. Lamberton.. Frank E.MacLean(sp)	B. L. Poussner.....	Thos. R. Atkinson...	J. H Cronin
LYNN	Item									
102,320	(e) 16,669x	.06	.045	(R) (AP) (2¢-12¢w- $1.40) (96)	Hastings & Sons Pub. Co. Chas. H. Hastings, Pub.-Pres.	Charles H. Hastings. Harold D. Valpey	Albert A. Pashby.... Geo. Ahearne (sp)	Charles H. Hastings. Wm. W. Jaeger (cm)	John B. Quinn..... Chas. H. Hastings (n) Wm. W. Jaeger (cl)	.....
	Telegram-News (e) 12,311x	.05	....	(I) (UP, INS) (2¢d, 5¢S) (123)	Lynn Telegram, Inc.. F. W. Enwright, Pub.	E. C. MacAdams....	.....	F. Gluck (bm)..... Geo. Tattan (cm)	F. Gluck.....	J. Way
	Sunday edition (S) 12,099x	.05	....							
MALDEN	News									
58,036	(e) 10,124	.05	....	(R) (2¢) (40).....	Frank A. Bayrd, Pub.	.....	.....	Harold H. Harding (bm)	Robert F. Murphy...	.....
MARLBORO	Enterprise									
15,587 Hudson 8,469	(e) 4,365	....	....	(I-R) (INS) (mer) (†) (2¢-12¢w,48¢m, $1.25) (96)	Dustin Lucier, Pub.. John Rice, Pres.	Dustin Lucier..... Robert Wilcox Clifford Cunihan	Robert Wilcox..... Bernard Kane (sp) Clifford Cunihan Bernard Kane (sp)	N. M. Jones (bm)... Albert Boudreu (cm) EthelineCoolidge(bm) Albert Boudreau (cm)	John Burke..... Helen Philbric (cl)	J. Fahey
	Sun (e) 1,675	....	....							
	Combined daily (me) 6,540	.04	.04						Oscar Zattler John Burke (n) Helen Philbric (cl)	J. Fahey
MEDFORD	Mercury									
59,714	(e)	.035	....	(I) (J) (2¢) (135)...	Medford Pub. Co.... J. D. P. Wingate, Pub.	Samuel Sayward.....	.....	L. M. O'Brien (bm)..	G. Norris.....	.....
MILFORD	News									
14,741	(e) 4,603	.03	....	(I) (INS) (2¢-14¢w, 56¢m, $1.40) (96)	Daily News Co., Inc. G. M. Richardson, Pres.	G. M. Richardson...	Jake Broudy (sp)....	.....	William F. Wright...	C. Tomaso
NEW BEDFORD	Mercury									
112,597 127,640 (ABC-City)	(m) 6,270	....	....							
	Standard-Times (e) 42,919	....	....	(I) (AP, UP, INS) (*S) (†) (2¢d,10¢S-14¢w, 65¢m, $1.60) (56)	E. Anthony & Sons, Inc. Basil Brewer, Pub. Mayhew R. Hitch, Pres.	Cooper Gaw..... Lincoln G. Sowie (me-m) Chas. J. Lewin (me-e)	Ben Bassett..... Philip Dudgeon (sp) William Clough (Su)	Basil Brewer..... Max Kramer (bm) William Cooper (cm)	J. Maxim Ryder..... Thos. V. Brennan (n) Chas. MacKenzie (cl)	.....
	Combined daily (me) 49,189	.15	.118							
	Sunday edition (S) 25,731	.10	.086							
NEWBURYPORT	News									
15,084	(e) 4,902x	.03	.03	(I-R) (AP) (J) (2¢-12¢w, 50¢m, $1.25) (135)	News Pub. Co., Inc.. Edw. E. Hicken, Pres.	G. A. Moody (me)...	G. A. Moody.....	E. E. Hicken.....	.....	.....
NORTH ADAMS	Transcript									
21,621	(e) 11,106	.05	....	(I-R) (AP) (2¢) (96)	J. A. Hardman.....	.....	P. J. Ryan.....	J. A. Hardman (bm). D. T. Williams (cm)	C. Gatelick (n).....	.....
NORTHAMPTON	Hampshire Gazette									
24,851	(e) 8,147	.04	....	(R) (AP) (2¢) (96)..	H. S. Gere & Sons,Inc.	J. M. Lyman.....	.....	H. W. DeRose (bm). C. N. DeRose (cm)	H. W. DeRose.....	T. F. Flynn
NORTH ATTLEBORO	Chronicle									
10,197	(e) 2,450	.02	.02	(I) (INS) (J) (1¢-6¢w, 24¢m, 50¢) (135)	North Attleboro Chronicle Co. M. I. Furbish, Pres.	Jos. W. Martin, Jr...	Chas. F. Martin..... Geo. W. Kelley (sp)	Jos. W. Martin, Jr... Chas. F. Martin (bm) Chas. Jacques (cm)	George W. Kelley.... Kay Connolly (cl)	C. Earle R. Cassels (j)
PITTSFIELD	Berkshire Eagle									
49,677	(e) 19,235	.07	....	(I) (AP) (3¢-15¢w, 65¢m, $2.25) (56)	Eagle Pub. Co..... K. B. Miller, Pub.	L. K. Miller..... D. J. Haylon	D. L. Coleman..... J. M. Flynn (sp)	Donald B. Miller.... Frank Munn (cm)	Frank W. Couch.... J. M. LeDame (n) L. W. Perkins (cl)	.....

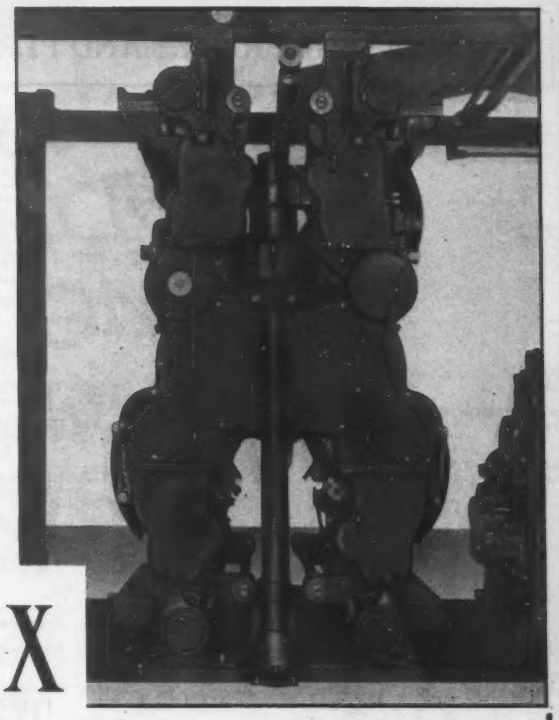
(*Continued on page 52*)

COMPLETE INDEX TO ALL INFORMATION ON LAST THREE PAGES



PLATING SIDE
(left)
and
DRIVE SIDE
(right)

THE FULLY EQUIPPED BLACK UNIT WITH DOUBLE COLOR CYLINDER UNIT.



THE NEW DUPLEX UNITUBULAR

OUR CUSTOMERS WRITE OUR ADS—1935 SALES MORE THAN DOUBLE 1934

WATCH DUPLEX IN 1936:

Other new and equally forward developments are soon to be offered to newspaper publishers

The first DUPLEX UNITUBULAR press was installed in Nov. 1934. Up to this writing over 160 units have been sold.

Such immediate acceptance of this new type of press vouches for its success.

DUPLEX is the largest manufacturer of printing press machinery, devoted exclusively to the manufacture of newspaper Web-perfecting presses in the World.

Therefore our entire facilities are directed toward serving newspaper publishers.

Every job whether large or small, receives our most careful attention throughout.

If you have a newspaper press need,* DUPLEX *has the press for you

Write Now to the

DUPLEX PRINTING PRESS CO.

BATTLE CREEK, MICH.

MANUFACTURERS OF: DUPLEX FLAT-BED WEB PERFECTING PRESSES
DUPLEX "TUBULARS" DUPLEX "UNITUBULARS"
DUPLEX SUPER DUTY METROPOLITAN "UNITYPE" PRESSES (using semi-cylindrical plates)
STEREOTYPE ROOM EQUIPMENT

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MASSACHUSETTS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
QUINCY 71,983	News (e) 7,140 Sunday edition* (S) ..... *First Sunday issue Oct. 6, 1935.	.07 .07	.035 .035	(I) (UP) (mer) (2¢d, 5¢S-12¢w, 55¢m, $1) (21)	Quincy Newspapers, Inc. R. F. Evans & D. W. Reynolds, Pubs.	Robert E. Evans Edgar W. Spargo	Isadore Zack (sp) Robt. F. Evans (Su)	D. W. Reynolds (bm) Ruth P. Bosien (cm)	Michael J. Hurney Jos. Cavanaugh (n) Howard DeWolfe (cl)	F. Millner
	Patriot Ledger (e) 9,927	.055	....	(I) (INS) (J) (2¢-12¢w, 50¢m, $1.25) (17)	G. W. Prescott Pub. Co. A. L. Prescott, Pub. R. C. Low, Pres.	John Herbert (me)	J. MacGibbon (sp)	Walter A. Schmits Arthur Mathers (cm)	Harry Dublin G. P. Low (n) L. Spicer (cl)	C. Wright
SALEM 43,353	News (e) 19,514	.07	.07	(I) (AP) (2¢-12¢w, 50¢m, $1.25) (96)	Salem News Pub. Co. O. E. Jackson, Pres.		W. B. Porter H. A. Sullivan (sp)	H. E. Flint R. M. Willey (cm)	H. E. Flint	W. F. Somes
SOUTHBRIDGE 14,264	News (e) 2,182	.03	....	(I) (UP) (J) (2¢-12¢w, 50¢m, $1.25) (none)	Central Mass. Pub. Co. V. V. McNitt, Pres.	V. V. McNitt Robt. B. McNitt	John H. Rogers A. F. Tully, Jr. (sp)	W. L. Thomas A. J. Manley (cm)	Kenneth H. Miller W. L. Thomas (n) Kenneth H. Miller (cl)	W. C. Stewart
SPRINGFIELD 149,900	Republican (m) 15,229 News (e) 39,828	....	....	(I) (AP, US) (†) (2¢) (78-45-13) (D) (INS, UP, CDN) (†) (2¢) (78-45-13)	Republican Pub. Co. Richard Hooker, Pres.	Waldo Cook (m) J. B. Callaghan (e) H. K. Regal (me-m) J. B. Callaghan (me-e)	William March (m) J. B. Callaghan (e) Donald Bagg (sp-m) W. Graham (sp-e)	A. Yunker (bm-m) Thos. Murphy (bm-e) R. Beach (cm-m) Thos. Murphy (cm-e)	Donald Davis John A. Mannix (cl)	A. Schirm (comp.)
	Union (m) 35,641 Union (e) 31,650 Four editions combined (me) 122,348 Sunday edition (S) 58,257	.... .28 .19	....	(R) (AP, CP) (†) (2¢) (78-45-13) (I) (AP, US) (*S)	Union Newspaper Co. H. B. Russell, Pres. Republican Pub. Co.	Henry R. Russell Paul Craig	William Hatch (m) A. B. Stocker (e) Victor Wall (sp-m) Lester Stearns (sp-e) Madeline Ball (Su)	H. N. Bowman (m) John Nolan (e)	Donald Davis John A. Mannix (cl)	H. Donahue
TAUNTON 37,355	Gazette (e) 9,336x	.045	....	(I-R) (AP) (2¢) (96)	Wm. Reed & Sons Co. W. H. Reed, Pub.	J. N. Lincoln		W. H. Reed R. W. MacGlashing (cm)		
WAKEFIELD 15,318	Item (e) 3,285	.025	.02	(I) (J) (2¢-14¢w, $1.25) (none)	Wakefield Item Co. Harris M. Dolbeare, Pub.	Harris M. Dolbeare G. E. Campbell	S. O. Urquhart	Harris M. Dolbeare G. E. Campbell (bm) A. M. Brown (cm)	G. E. Campbell	P. W. Mortimer
WALTHAM 39,247	News-Tribune (e) 8,619	.035	.029	(I-R) (UP, AP) (J) (2¢-12¢w, 50¢m, $1.15) (96)	Waltham Pub. Co. A. P. Langtry, Pub.-Pres.	A. P. Langtry E. A. Howe	E. A. Howe P. I. Shain (sp)	A. T. Skakle J. M. Kohler (bm) J. L. Connelly (cm)	R. G. Conner	F. J. Reck M. L. Vincent
WOBURN 19,434	Times (e) 3,800	.025	....	(I) (J) (2¢) (96)	James D. Haggerty	James D. Haggerty		James D. Haggerty		
WORCESTER 195,311	Post (e) 30,230	.10	.082	(I) (AP) (†) (2¢-12¢w, 50¢m, $1.50) (143)	Worcester Post Co. J. H. Fahey	George Richardson Clarence L. Wilson	William J. Larkin Edw. J. Scannell (sp)	James J. Conroy Harold H. Sloan (cm)	Wm. F. Lucey (adv. dir.) J. J. Sullivan, Jr. (n) Jos. H. Powers (loc) T. O. Kivlighan, Jr. (cl)	F. H. Snyder
	Telegram (m) 43,493 Gazette (e) 64,248 Combined daily (me) 107,741 Sunday edition (S) 56,345	.... .25 .18	.... .207 .128	(R) (I) (AP, INS, US) (mer) (†) (2¢d, 10¢S-12¢w-10¢S, 50¢m, $1.50 daily, $8) (14)	Telegram Pub. Co., Inc. G. F. Booth, Pub. H. G. Stoddard, Pres.	George F. Booth Joseph DeWolf & J. F. Carroll (asso. eds.) M. H. Williams (me)	F. P. Murphy (news-m) A. F. Smith (news-e) L. P. Mumpton (sp-m) J. A. Kiernan (sp-e) George Foxhall (Su)	C. H. Morse (bm) E. D. Dolbenty (cm)	H. H. Hoffman (adv. dir) H. V. Manser (adv. mgr.) Thos. J. Mills (n) Frank R. Twiss (cl)	J. J. Shea

MICHIGAN

City Population	Name of Newspaper Circulation	Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ADRIAN 13,064	Telegram (e) 9,423	.05	....	(I) (AP) (†) (3¢-15¢w) (none)	Stuart H. Perry	Stuart H. Perry Wallace R. Kats	Donald L. Frazier H. L. Gay (sp)	E. William Kampe (bm) F. J. Meyerhuber (cm)	E. William Kampe Mrs. Alice Hoff (cl)	C. Brown
ALBION 8,324	Recorder (e) 2,229	.02	.015	(I) (UP) (J) (3¢-15¢w, $1.50) (127)	Recorder Press Co. W. S. Kennedy, Pres.	W. S. Kennedy	Mark H. Fall	J. C. Bedient	J. C. Bedient W. S. Kennedy (n) Warren Hooper (cl)	P. J. Church
ALPENA 12,166	News (e) 4,458	.03	....	(I) (UP) (3¢-15¢w, 65¢m, $1.66) (139)	News Pub. Co. Emmet Richards, Pub.-Pres.	Emmet Richards	F. M. Garvey J. L. Blakeley (sp)	Emmet Richards Bernard R. Lamp (cm)	Arthur J. Hanna Bernard R. Lamp (cl)	A. Kaminski
ANN ARBOR 26,944	News (e) 10,349x	.06	....	(I) (AP, UP) (mer) (†) (3¢-12¢w, 32¢m, $1.50) (83-87)	Booth Newspapers, Inc. George G. Booth, Pres.	Arthur W. Stace	Ralph Byers Mill Marsh (sp)	C. H. McKinley C. G. Cooke (cm)	Geo. P. McCallum Fred'k Ellis (cl)	L. J. Lockwood
BATTLE CREEK 42,573 53,807 (ABC City)	Enquirer & News (e) 14,949 Sunday edition (S) 13,915	.05 .05	....	(I) (AP) (3¢, 5¢S, 20¢w, $2) (2)	Enquirer-News Co. A. L. Miller, Pub.-Pres. R. B. Miller, Asst. Pub.	A. L. Miller Hobart Chipman	Louis Sinclair Rex Wallace (sp)	R. B. Miller (bm) Geo. Schmid (cm)	Roger Newcomer W. C. Melville (cl)	J. L. Brown
	Moon-Journal (e) 13,866 Sunday edition (S) 13,394	.045 .045	....	(I) (UP) (3¢-20¢w) (127)	Moon-Journal Pub. Co. G. B. Dolliver, Pres.	G. B. Dolliver	W. L. Browne Lavern Robbins (sp) G. B. Dolliver (Su)	G. B. Dolliver L. W. Hurt (cm)	Neil S. Purdy Wm. Schriner (cm)	L. Howlett
BAY CITY 49,219	Times (e) 22,070 Sunday edition (S) 21,694	.08 .08	....	(I) (AP, UP) (83-87)	Booth Newspapers, Inc. George G. Booth, Pres.	Glenn MacDonald (me)	Milton Hewes Paul Jablonski (sp)	Stanley J. Armstrong (bm) Lester A. Florance (cm)	Andrew J. Simpson Victor A. Meisel (n) Lloyd A. Stevens (cl)	
BENTON HARBOR 15,434	News-Palladium (e) 10,795	....	....	(I-R) (AP) (135)	Palladium Pub. Co. J. N. Klock, Pres.	S. R. Banyon	C. W. Bailey	S. R. Banyon R. W. Haynes (cm)	Russell Boothby	
ST. JOSEPH 8,349	Herald-Press (e) 4,609 Combined edition (me) 15,404	..... .07	....	(I) (AP) (135)	Herald Press Co. R. V. Wynkoop, Pres.	R. V. Wynkoop	Nelson Foulkes	Rex. V. Wynkoop Ray W. Haynes (cm)	W. A. Kuschel	
BIG RAPIDS 4,671	Pioneer (e) 2,972	.03	....	(I) (UP) (127)	Conine Pub. Co. G. B. Dolliver, Pres. Herbert Boughey, Jr., Pub.	Lester Williams Herbert Boughey, Jr.		Herbert Boughey, Jr.	B. H. Dillard	
CADILLAC 9,826	News (e) 3,839	.025	....	(I-R) (UP) (†) (J) (3¢d, 12¢w) (127)	T. O. Huckle	T. O. Huckle M. Van Valkenburgh	C. A. Paulson (sp)	T. O. Huckle	E. T. Huckle T. O. Huckle (n) E. B. Benson (cl)	LaVerne Johnson M. O. Straight (p)
CALUMET 1,557	News (e) 2,558	.02	....	(R) (AP) (J) (135)	Mining Gazette Co.					
CHEBOYGAN 4,923	Tribune (e) 3,770	.025	....	(I) (3¢-15¢w, 56cm) (127)	Conine Pub. Co. Geo. B. Dolliver, Pres.	M. M. Riggs	Gordon J. Turner	M. M. Riggs Wm. Nelson (cm)	George Gardner M. M. Riggs (n) E. A. Eilers (cl)	R. W. Temple
COLDWATER 6,735	Reporter (e) 3,008	.04	....	(R) (UP) (mer) (J) (3¢-15¢w, $2) (127)	Horace Kitchel Estate	Roy Newberry (me)	Seton C. Bovee Wm. J. H. Smith (sp)	Roy Vandenberg (cm)	Wm. J. H. Smith	M. A. Smith
DETROIT 1,568,662 1,770,746 (ABC City)	Free Press (m) 238,199 Sunday edition (S) 349,458	.45 .45	....	(I) (AP, UP, CT) (*S) (†) (3¢d, 10¢s) (143)	Detroit Free Press E. D. Stair, Pres.	Carlton Shier M. W. Bingay, Ed. Dir.	Andrew Bernhard W. W. Edgar (sp) Douglas D. Marton (Su)	W. B. Lowe (Man.-dir.) W. H. Pettibone (gm) E. R. Hatton (cm)	C. W. Cosgrove (adv. dir.) Otis Morse (loc.) Paul Mixter (n) W. S. Campbell (cl)	G. W. Cunningham

(*Continued on page* 54)

FREE PRESS Week-Day CIRCULATION INCREASE nearly twice the COMBINED GAIN of the other TWO DETROIT NEWSPAPERS

For the six months ending Sept. 30, 1935, compared with the six months ending March 31 1935, average net paid circulation of the Free Press INCREASED 28,075. The two other Detroit newspapers gained 4,820 and 9,300 respectively.

Average Net Paid 6 Months Ending 12/31/35

CIRCULATION

Week Days . . . 242,176

Sundays 255,341

FREE PRESS GENERAL ADVERTISING GAIN for 1935 186,990 LINES, or 11.2%. More than the COMBINED GAIN of the other two Detroit Newspapers

Above Figures from MEDIA RECORDS, Inc. Include Week Day and Sunday Linage

The Detroit Free Press

VERREE & CONKLIN, Inc.

National Advertising Representatives

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MICHIGAN (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DETROIT (Cont'd)	News (e) **285,175** Sunday edition (S) **335,254**	.55 .55	....	(I) (AP, UP, NANA) (*S) (mer) (†) (3¢evg, 10¢Sun; 15¢ evg, 10¢ Sun; $2.25 evg, $8) (83-87-96B)	Evening News Assn. W. E. Scripps, Pres.	W. S. Gilmore Fred Gaertner, Jr.	Arthur Hathaway H. G. Salsinger (sp) W. M. Park (Su)	H. Ponting D. R. Merrill (bm) J. C. Montgomery (cm)	W.H.Moore(adv.dir.) E. B. Housdal (retail) Brice McQuillan (n) Ralph Horton (cl) H. C. Patterson (adv.-counsel)	S. Johansen
	Times (e) **200,350** Sunday edition (S) **367,776**	.50 .55	....	(I) (INS, US) (†) (3¢evg, 10¢Sun, 15¢w, evg; 10¢w, Sun; $2.25 evg, $8) (65)	William E. Anderman	Albert E. Dale John C. Manning	Edward C. Lapping Bud Shaver (sp) Chas. M. Wagoner (Su)	William E. Anderman D. H. Lapham (bm) J. M. Stenbuck (cm)	J. W. Fleck F. W. Richardson (n) A. E. Ball (cl)	H. Robinson
DOWAGIAC 5,550	News (e) 2,168	.20	....	(I) (UP) (J) (3¢-15¢w, $1.50) (127)	Dowagiac News Co.	.....	Neil Crumb (news)	Harry H. Whitely Howard Mersereau (cm)	Fred McKenzie Mary Woodruff (cl)	T. Taylor R. Swisher (j)
ESCANABA 14,524	Press (m) 7,308 Sunday edition (S) 7,308	.05 .05	....	(R) (AP) (J) (127)	Daily Press Co. John P. Norton, Pres.	John P. Norton Wm. J. Duchaine	L. A. Danielson Ken Gunderman (sp)	John P. Norton & W. H. Holreth F. J. Lindenthal (bm) L. A. Coan (cm)	Robt. W. Clarke W. H. Holreth (n) Ellen M. Johnson (cl)	W. H. Holreth C. E. Johnson (j)
FLINT 156,492	Journal (e) **49,216** Sunday edition (S) **47,704**	.14 .14	....	(I) (AP, UP, INS) (mer) (†) (3¢evg, 10¢Sun, 15¢w, 65¢m, $2) (83-87)	Booth Newspapers, Inc. George G. Booth,	M. A. Gorman	R. E. Roberts John C. Bethurum(sp)	Earl R. Chapman Robt. W. Taylor (cm)	Lester G. Karr Walter McDowell (n) Frank A. Becker (cl)	G. Crammond
GRAND HAVEN 8,345 10,135 (City Zone)	Tribune (e) 2,672	.02	.025	(I-R) (AP) (J) (3¢-10¢w) (127)	Grand Haven Tribune E. J. McCall, Pres.	Almon W. McCall	Abigail H. Bos Ray Fisher (sp)	E. J. McCall Earl Willoughby(cm)	J. Watson McCall Herman Schafsma (cl)	J. Siplon
GRAND RAPIDS 168,592	Herald (m) **36,120** Sunday edition (S) **30,563**	.10 .10	....	(R) (AP) (3¢morn, 10¢ Sun, 12¢w-morn, 20¢w, d&S, $1.75 daily, $8,25 Sun) (143)	Herald Pub. Co. A. L. Miller, Pres.	Frank M. Sparks John F. Wurs	E. M. Lucas Heinie Martin (sp)	Louis A. Weil, Jr.(bm) E. H. Mapps (cm)	J. C. Van Norman F. E. Hamlin (n) E. R. Esenwein (cl)	F. J. Salmon
	Press (e) **84,522**	.20	....	(AP, UP, INS) (mer) (†) (3¢) (83-87)	Booth Newspapers, Inc. George G. Booth, Pres.	Lee M. Woodruff (me)	Bert Post Roscoe Bennett (sp)	Elmer J. Slemons(bm) Elmer Woltjer (cm)	H. S. Conlon L. F. Hodgins (n) H. G. MacMillan (cl)	.....
GREENVILLE 4,730	News (e)	.02	....	(I) (UP) (J) (127)	Independent Press,Inc. H. D. Lansing, Pub.	H. D. Lansing	.....	H. D. Lansing	D. A. Smith	.....
HANCOCK 5,795	Copper Journal (e) 5,785	.03	.035	(I) (AP) (5¢-12¢w, 50¢m) (127)	Conine Pub. Co. A. C. Batdorff,Pres.	Roger M. Sullivan Arthur E. Anderson	George Bousu Arthur Juntunen (sp)	Arthur E. Anderson (bm) Thurston Helman(cm)	Bert DeVriendt A. E. Anderson (n) F. Wood (cl)	J. LeGault
HILLSDALE 5,896	News (e) **4,645**	.035	.021	(I) (AP) (3¢-15¢w, $1.83½) (41)	Harvey J. Burgess, Pub. Adelaide J. Burgess, Pres.	Harvey J. Burgess	Herbert F. Hale	Harvey J. Burgess Paul VanTassel (cm)	Howard L. Bush	.....
HOLLAND 14,443	Sentinel (e) 4,856	.035	....	(I) (UP) (†) (3¢d, 18¢w, $2) (127)	Sentinel Ptg. Co. C. A. French, Pub.	C. A. French	.....	C. A. French W. A. Butler	.....	.....
HOUGHTON 3,757	Mining Gazette (m) 6,572 Sunday edition (S) 6,572	.036 .036	....	(R) (AP) (J) (5¢-65¢m) (135)	Mining Gazette Co.	Merwin W. Youngs	.....	John R. Pimlott	.....	.....
IONIA 6,562	Sentinel-Standard (e) 3,185	.025	.03	(I) (AP) (J) (2¢-45¢m, $1.35) (127)	Sentinel-Standard,Inc. Lucy V. Kidd, Pres.	Fred M. Kidd	.....	.....	.....	.....
IRON MOUNTAIN 11,652	News (e) **7,780**	.05	....	(I) (AP) (5¢-15¢w, 65¢m) (41)	Iron Mountain Pub. Co. Frank J. Russell, Pres.	Frank J. Rusell	T. J. Masterson O. G. Willoughby	Frank J. Russell Wm. F. Russell (bm) L. S. Staple (cm)	Jas. E. Patterson W. F. Russell (n)	M. Antonio
IRONWOOD 14,299	Globe (e) 5,092	.04	.04	(I-R), (AP) (†) (5¢-20¢w, 85¢m, $2.50) (none)	Globe Pub. Co. Linwood I. Noyes, Pub.-Pres.	Linwood I. Noyes Walter C. Janson	Edwin Johnson (sp)	Linwood I. Noyes W. J. McGonegle (cm)	Fred G. Sappington Jennie Nyberg (n) Marie Kasberg (cl)	H. Lindbloom
JACKSON 55,187 65,187 (ABC City)	Citizen-Patroit (e) **25,275** Sunday edition (S) **25,094**	.09 .09	.09	(I) (AP),UP (mer) (†) (3¢evg..5¢Sun. 15¢w) (83-87)	Booth Newspapers, Inc. George G. Booth, Pres.	Carl M. Saunders (me)	Edward F. Smith Jay Fleming (sp)	Jos. E. Noll (bm) Geo. M. Cowden (cm)	S. L. Squier Jos. E. Noll (n) C. J. Draper (cl)	O. L. Hicks (pres) A. M. Cummings (comp)
	Tribune (m) 4,386	.04	....	(R) (US) (4-104)	Tribune Pub. Co.	C. P. Hathorne	.....	C. P. Hathorne Z. C. French (cm)	.....	.....
KALAMAZOO 54,786 60,000 (ABC City)	Gazette (e) **28,263x** Sunday edition (S) **28,022x**	.10 .10	.09	(I) (AP, UP, INS) (mer) (†) (3¢evg. 5¢Sun-15¢w, $1.33½) (83-87)	Booth Newspapers, Inc. George G. Booth, Pres.	John K. Walsh	Lowell Plasterer Jerry Hagan (sp)	C. M. Greenway, Jr. Carl M. Austin (cm)	Harold T. Slaght C. M. Greenway, Jr.(n) Earl W. Beach (cl)	C. L. Klose
LANSING 78,397	State Journal (e) **43,534x**	.14	.06	(I) (UP,AP,INS) (3¢-15¢w, 65¢m, $1.50) (2)	State Journal Co. P. A. Martin, Pub. A. L. Miller, Pres.	Paul A. Martin K. C. Park	Kenneth West Geo. Alderton (sp)	Paul A. Martin H. A. Wooton (bm)	Jos. F. Folts H. J. Baker (n) C. J. Woodruff (cl)	A. M. Jullien
LUDINGTON 8,898	News (e) **3,844**	.03	....	(I) (AP) (3¢-15¢w) (74)	J. A. McFarland	J. A. McFarland Jack McFarland	Ray Voss	J. A. McFarland Frederic Read (bm) Alice Nelson (cm)	W. E. Rynerson H. Abrahamson (n)	A. L. Cloud
MANISTEE 8,200	News Advocate (e) 3,623	.03	....	(I) (UP) (3¢d, 15¢w, $1.50) (127)	Conine Pub. Co. G. B. Dolliver, Pres.	E. W. Pfeiffer	Win Kuehl	E. W. Pfeiffer (bm) Sylvia Hanson (cm)	Robt. A. Fuess Sylvia Hanson (cl)	Wm. Shimke
MARQUETTE 14,759	Mining Journal (m) 8,316	.05	....	(I) (AP) (5¢) (41)	Mining Journal Co., Ltd. F. J. Russell, Pres.	F. J. Russell	Lee Eicher	Leo G. Brott (bm) F. E. Harkin (cm)	.....	.....
MARSHALL 5,019	Chronicle (e) **2,739x**	.025	.02	(I) (UP) (3¢-15¢w, 65¢m, $2) (127)	J. M. Moses & Son	J. M. Moses	.....	F. R. Moses	.....	.....
MENOMINEE 10,320	Herald-Leader (e) 4,714	.03	....	(I) (AP) (J) (5¢) (none)	Herald-Leader Co. P. C. Munroe, Pub.	R. M. Andrews Jean Worth	.....	P. C. Munroe (bm) R. Schulz (cm)	John R. Christie (n)	.....
MONROE 18,110	News (e) **7,227**	.045	....	(I) (AP) (J) (3¢-15¢w, $2) (41)	Monroe Pub. Co. J. S. Gray, Pres.	J. S. Gray Karl Zeisler	Karl Zeisler Harold Funk (sp)	J. S. Gray C. K. Wesley (bm) H. Norman (cm)	C. K. Wesley Harold Norman (cl)	W. Lacure H. Davenport (j)
MOUNT CLEMENS 13,497	Leader (e)	.045	....	(I) (AP,UP) (3¢) (26)	S. N. Price, Pub.	S. N. Price	.....	S. N. Price (bm) G. H. Griffith (cm)	R. A. Waterbury (n)	.....

(*Continued on page 56*)

In 1935 THE DETROIT TIMES was the only Detroit newspaper to pass its 1930 linage record!

Ahead of the first depression year!

In 1935 the City of Detroit leaped ahead, taking the lead in the nation's recovery. And leader in Detroit industries were the automobile plants, where courage, aggressive leadership, and a sure understanding of the public's needs and desires are most evident.

In 1935, The Detroit Times was the only Detroit newspaper to surpass its 1930 linage records, the one newspaper to shoot ahead of the volume of the first depression year.

Reflected in the Times advertising columns is the ever-growing realization among agency men and manufacturers that The Detroit Times is Michigan's most productive advertising medium—and that unless the Times is included any advertising schedule for Detroit is inadequate.

THE DETROIT TIMES

"IN DETROIT . . . THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MICHIGAN (Continued)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Nat. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MUSKEGON	Chronicle										
41,390	(e)	22,027	.08	....	(I) (AP,UP) (83-87)	Booth Newspapers, Inc.	Archie E. McCrea...	John Chisholm.....	W. A. Bennetts (bm).	W. A. Bennetts (n)..	P. H. Tassinar
58,344 (Gtr. Muskegon)						G. G. Booth, Pres.	C. D. McNamee	J. E. Henderson (sp)	J. A. Taylor (cm)	A. S. Dephouse (cl)	
NILES	Star										
11,326	(e)	3,370	.03	....	(I) (AP) (3¢-15¢w, $1.50) (127)	Star Pub. Co., Inc...	J. R. Scameborn (me)	Dorwin Starke (sp)..	J. R. Scameborn....	W. A. Biernatski.... John Medo (cl)	C. Shirk
OWOSSO	Argus-Press										
14,406	(e)	7,647	.04	.02	(I) (AP) (3¢-8¢w, $1.75) (135)	Argus-Press Co..... J. E. Campbell, Pres.	J. E. Campbell.....	J. E. Dingwall..... R. O. Spence (sp)	J. E. Campbell..... A. G. Elliott (cm)	Geo. W. Campbell... J. E. Campbell (n) Harold Baker (cl)	C. E. Brewster
PETOSKEY	News										
5,740	(e)	2,463	.03	....	(I-R) (UP) (J) (3¢) (127)	News Ptg. Co..... A. M. Hinkley, Pres.	A. M. Hinkley.....	.....	G. E. Garvin.....	D. H. Barnes (n)....	.....
PONTIAC	Press										
64,928	(e)	27,140	.08	....	(I) (AP, UP, INS) (2¢-12¢w, $1.25) (none)	Pontiac Press Co.... H. H. Fitzgerald, Pres.	Harold H. Fitzgerald. Conrad N. Church...	Edward C. Hahyow.. Dale B. Stafford (sp).	Harold H. Fitzgerald. E. M. Treadwell (cm)	Horace F. Brodie.... Russell Bassett (n) George Inman (cl)	A. B. Leddick
PORT HURON	Times-Herald										
31,361	(e)	20,465	.075	....	(I) (AP) (mer) (†) (3¢) (139)	Times-Herald Co.... W. W. Ottaway, Pres.	Louis A. Weil.....	Edw. Snover.....	W. W. Ottaway (bm) F. O. Rouse (cm)	O. G. Allen.....	.....
ROYAL OAK	Tribune										
22,904	(e)	8,621	.05	....	(I) (UP) (J) (3¢-10¢w) (96)	Tribune Pub. Co.... Floyd J. Miller, Pres.	Lynn S. Miller (me)..	.....	Floyd J. Miller..... W. T. Brown (cm)	L. Paul Jacobs..... L. H. Sample (n)	T. R. Bliss (j)
SAGINAW	News										
80,715	(e)	26,594	.10	....	(I) (AP, UP, INS) (†)(3¢-15¢w,65¢m, $2 evg., $3 Sun.; $1.43 evg & Sun.) (83-87)	Booth Newspaper Inc. George G. Booth, Pres.	Arthur R. Treanor... George D. Perry	Otto C. Pressprich... Wm. E. Whatley (sp)	Arthur R. Treanor... J. A. McDonald (bm)	Ervin J. Johnson.... P. Campbell (n) W. H. Severin (cl)	K. D. King (pressm) M. Dwan (comp.)
	Sunday edition										
	(S)	26,525	.10	....							
ST. JOSEPH	Herald-Press		NOTE: See Boston Harbor Palladium, advertising sold only in combination with that newspaper.)								
SAULT STE. MARIE	News										
13,775	(e)	5,018	.035	....	(I-R) (AP) (J) (3¢-15¢w, $1.50) (none)	Sault News Ptg. Co.. G. A. Osborn, Pres.	George A. Osborn... J. P. Chandler	John Zabelka..... Jas. Ripley (sp)	J. P. Chandler (bm).. C. M. Green (cm)	Chas. Zylstra..... Harry Burris (cl)	R. Smith (j)
SOUTH HAVEN	Tribune										
4,804	(e)	2,615	.02	.02	(I) (UP) (2¢-10¢w, 40¢m, $1) (127)	H. S. Pringle.....	Pub. H. S. Pringle....	B. F. Clark..... M. D. Holubeck (sp)	H. S. Pringle.....	Dale Vogel..... H. S. Pringle (n)	L. Dissett
STURGIS	Journal										
6,950	(e)	4,502	.035	.035	(I) (UP) (J) (3¢-15¢w, $1.50) (127)	Mark P. Haines.....	Mark P. Haines..... A. C. Sleight	Maurice Wells.....	Mark P. Haines.....	J. Fred Mayer..... Dorothy Wright (cl)	L. A. Good
THREE RIVERS	Commercial										
6,955	(e)	2,880	.025	....	(I) (UP) (J) (3¢, 15¢w, $1.50 (127)	Three Rivers Pub. Co. G. M. Shumaker, Pres.	Wm. H. Shumaker...	.....	Wm. H. Shumaker...	.....	R. M. Shumaker
TRAVERSE CITY	Record-Eagle										
12,520	(e)	5,039	.035	.02	(I) (UP) (†) (3¢-15¢w, 65¢m) (127)	Herald & Record Co. Austin C. Batdorff, Pres.	Austin C. Batdorff...	Lew A. Holliday..... Jay P. Smith (sp)	Austin C. Batdorff... Chas. Saunders (cm)	Frank Leonard..... M. Kistler (cl)	W. Nelson
WYANDOTTE	News										
28,368	(e)	8,654	.055	....	(I) (UP) (†) (J) (2¢-10¢w) (82)	Wyandotte News Co.	Jas. E. Ostrom (me)..	C. Liebelt.....	C. H. Arundel..... Guy R. Jones (cm)	Ray Weaver..... C. H. Arundel (cl)	L. Johnson
YPSILANTI	Press										
10,143	(e)	.....	.035	....	(I) (AP, UP, INS) (3¢) (127)	Ypsilanti Press..... George C. Handy, Pub.	H. H. Carr.....	.....	.....	.....	.....

MINNESOTA

City Population	Name of Newspaper Circulation		Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Nat. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBERT LEA	Tribune										
10,169	(e)	5,904	.045	.045	(R) (AP) (J) (5¢-15¢w) (139)	L. S. Whitcomb, Pub. S.O.Simonson, Pres.	Burt May..... L. S. Whitcomb	W. R. Voigt.....	S. O. Simonson & L. S. Whitcomb (gm) L. S. Whitcomb (cm)	G. K. Palmer..... L. S. Whitcomb (n) C. T. Storrer (cl)	S. O. Simonson
AUSTIN	Herald										
12,276	(e)	5,273	.04	.04	(I) (AP) (†) (J) (5¢-15¢w, 60¢m-$2) (109-139)	Herald Pub. Co..... H. E. Rasmussen, Pub.	J. H. Skinner..... Clarence Burgeson	Jay G. Daane..... Thos. Koeck (sp)	H. E. Rasmussen.... Geraldine Rasmussen (bm) E. W. Roof (cm)	C. Beadell..... H Dubinsky (cl)	Otto Bluhm J. S. Lee (j)
BEMIDJI	Pioneer										
7,205	(e)	2,285	.03	.025	(I) (AP) (mer) (J) (5¢-15¢w, 55¢m) (139-109)	Bemidji Pioneer Pub. Co. W. F. Marcum, Pres.	H. Z. Mitchell..... J. D. Winter	J. D. Winter..... Anders Hauge (sp)	W. F. Marcum (bm). Mrs. M. E. Mossefin (cm)	A. B. Fallon..... H. Z. Mitchell (n)	W. F. Marcum (j)
BRAINERD	Dispatch										
10,221	(e)	4,582	.04	....	(I) (UP) (†) (J) (91-109)	Dispatch Newspaper Co. W. D. Junkin, Pres.	Paul Jaeger.....	.....	H. F. McCollough (bm)	E. Dunham Ashby(n)	.....
CROOKSTON	Times										
6,321	(e)	3,394	.03	.025	(I-R) (AP) (†) (J) (5¢-15¢w, 60¢m-$3) (109)	Times Ptg. Co..... D. A. McKenzie, Pres.	D. A. McKenzie..... Elwood Mills	Thomas Reay.....	D. A. McKenzie..... Ellwood Mills (bm) Myrtle Taylor (cm)	H. A. Eifmann..... Myrtle Taylor (cl)	R. W. Kinsbella
DULUTH	News-Tribune										
101,463	(m)	31,957	....	....	(I) (AP, UP, INS) (*S) (mer) (†) (3¢-20¢w, morn; 15¢evg; 85¢m, morn; 65¢m e; $1.75 evg, $1.75 morn, $7Sun) (14)	Herald Co..... News-Tribune Co Paul Block & M. F. Hanson, Pubs. Paul Block, Pres.	Philo Brockway (m). W T Thompson (e) A. B. Kapplin (me-m) W T. Thompson (me-e)	R. L. Sicard (ce-m).. J A. Stuart (ce-e) C. W. Campbell(sp-m) A. P. Macdonald(sp-e) A. B. Kapplin (Su)	William F. Henry.... Jos. H. Jordan (bm) R. M. Parsons (cm)	E. R Clustt..... J. P. Watson (n) P. J. Robinson (cl)	W C Carney
	Herald										
	(e)	25,627	....	....							
	Combined daily										
	(me)	57,584	.21	.18							
	Sunday edition										
	(S)	40,679	.14	.11							
FAIRMONT	Sentinel										
5,531	(e)	4,964	.04	.03	(I) (AP) (J) (5¢-15¢w, 50¢m-$2.50) (17)	Sentinel Pub Co..... H. S. Fairley, Pres.	Arthur M. Nelson....	H. S. Fairley..... Thos. D. Conklin (sp)	Arthur M. Nelson..... James F. Cavers (cm)	Claude N. Swanson.. M. E. Ringeisen (cl)	B. F. Bird
FARIBAULT	News										
12,766	(e)	5,781	.045	.04	(I) (AP) (mer) (†) (139-109)	Daily News, Inc..... Helen L. Bratton, Pub.-Pres.	Helen L. Bratton....	L. E. Swanberg..... Chas. Kaul (sp)	C. J. Hunt..... W. H. Lee (cm)	H. G. Savoie..... Donald Gates (cl)	E. H. Lidstrand
FERGUS FALLS	Journal										
9,370	(e)	8,020x	.04	.04	(R) (AP) (5¢-15¢w, 60¢m-$2) (139)	Fergus Journal Co... W. L. Robertson, Pub.	W. L. Robertson.....	C. A. Snowberg.....	R. J. Underwood (bm) F. H. Greenagel (cm)	Elmer O. Boen.....	O. A. Olsen
HIBBING	Tribune										
15,666	(e)	4,901	.04	.04	(R) (AP) (J) (3¢-15¢w, 65¢m-$2) (139-109)	Tribune Co., Inc..... R. W. Hitchcock, Pub.	R. W. Hitchcock..... Geo. M. Fisher	Geo. M. Fisher..... Bert Ackerson & Reginald Buck (sp)	James G. Early..... Regal Meier (cm)	B. Irving Feldman... I. Bedard (n) Mary Dougherty (cl)	F. W. Taylor A. Heitman (j)
INTERNATIONAL FALLS	Journal										
5,036	(e)	2,798	.025	.025	(I) (UP) (J) (5¢-10¢w, 40¢m-$2) (109)	George F. LaVelle...	Paul Anderson..... Geo. F. LaVelle	Carl Shubring.....	John Parsons (cm)...	Fred Ritchie.....	H. H. Berg
LITTLE FALLS	Transcript										
5,014	(e)	2,604	.025	.025	(R) (UP, AP) (J) (2¢-50¢m-$1) (100)	Transcript Pub. Co.. Clara K. Fuller, Pres.	Ed. M. LaFond.....	Guilbert W. Jarvis...	Geo. L. Johnson.....	Geo. L. Johnson.....	G. T. Larson
MANKATO	Free Press										
14,038	(e)	18,679	.05	.04	(I) (AP) (†) (J) (5¢-15¢w, 60¢m-$1.25) (17)	Free Press Co..... M. D. Fritz, Pres. J. A. Callahan, Pub.	Clifford Russell (me).	Vernard Lundin..... Franklin Rogers (sp)	J. A. Callahan..... R. G. Rapp (cm)	Gene Callahan (n)... E. W. Carter (cl)	Grant Anderson Elmer Glenn (j)
MARSHALL	Messenger										
3,250	(e)	3,400	.03	.025	(I) (AP) (†) (J) (3¢) (139)	News-Messenger, Inc. J. W. Whitney, Pres.	W. C. Peterson.....	Jos. Pierard..... M. C. Sturgis (sp)	R.D.Baldwin,Jr.(bm) G. Baldwin (cm)	J. W. Whitney.....	R. D. Baldwin
MINNEAPOLIS	Journal										
464,356	(e)	114,704	.25	....	(I-R) (AP, UP, CT, NYT, NYHT, NWN) (*S) (J) (113)	Carl W. Jones, Pub.-Pres.	W. B. Chamberlain (Asso.) Geo. H. Adams	D. A. Williams..... Jack Quinlan & Dick Cullum (sp) M. McFadden (Su)	Carl W. Jones..... G. B. Bickelhaupt (cm) Franklin Rook (cm)	John E. Jerome..... R. N. McLean (n) Earl Vincent (cl)	H. L. Foster
488,687 (ABC City)	Sunday edition										
	(S)	159,242	.32	....							
	Star										
	(e)	86,741	.18	....	(I) (UP, INS) (†) (2¢-45¢m-$1.25) (114-33)	Star Co..... D. Merwin, Pub. John Cowles, Pres.	Basil Walters..... David Silverman	Nat Finney..... C. Johnson (sp)	John Thompson..... W. D. Parsons (cm)	J. G. Lipshie (loc.)... T. D. Weller (n) Willis Brown (cl)	C. H. Jorgensen

(Continued on page 57)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MINNESOTA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Nat. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MINNEAPOLIS... (Continued)	Tribune (m) 69,441	....	....	(R) (AP, NANA, NWN) (*S) (3¢m; 2¢evg; 10¢S; 45¢d-40¢S; $2.00m; $1.50 evg.-$7.10S) (150)	Minnesota Tribune Co. Fred'k E. Murphy, Pub.-Pres.	Fred'k E. Murphy... Thos. J. Dillon	B. T. Campbell.... George Barton (sp)	E. P. Stewart (bm).. J. E. Medley (cm)	Walter E. Lamb..... Wm. S. Block (cl)	J. E. Murphy
	Tribune (e) 71,019	....	....							
	Combined daily (me) 140,460	.28	....							
	Sunday edition (S) 201,773	.32	....							
MOOREHEAD.... 7,651	News (e) 4,100	.03	.03	(I) (UP) (J) (3¢-12¢w, 45¢m-$1) (139)	Moorehead News Co. W. Peterson, Pres.	Wayne Peterson.....	Stanley Cowan..... D. Hackenberg (sp)	Wayne Peterson..... A. H.Costain (cm)	J. P. Melberg..... W. Peterson (n)	W. Peterson
OWATONNA..... 7,654	People's Press (m) 3,085	.03	.03	(I) (AP) (†) (J) (5¢-10¢w, 40¢m-$3.00) (109)	B. E. Darby & Sons, Inc. B. E. Darby, Pres.	George F. Darby....	R. R. Ringhoffer.... L. R. Ringhoffer (sp) Geo. F. Darby (Su)	Benj. E. Darby..... Will H. Darby (bm)	Will H. Darby.....	H. B. Darby
	Sunday edition (S) 3,085	.03	....							
RED WING..... 9,620	Eagle (e) 2,863	.025	....	(I-D) (AP) (J) (none)	Eagle Pub. Co., Inc.. N. P. Olson, Pres.	N. P. Olson..... A. H. Olson	E. W. Olson.....	N. P. Olson (bm)....	A. H. Olson (n).....	.....
	Republican (e) 3,604	.03	.025	(I-R) (UP) (J) (3¢-15¢w-60¢m) (139-109)	Red Wing Ptg. Co... Jens K. Grondahl, Pres.	Jens K. Grondahl...	H. V. Peterson..... E. Kernan (sp)	V. L. Johnson.....	V. L. Johnson.....	C. R. Johnson
ROCHESTER..... 20,621	Post-Bulletin (e) 10,646	.06	....	(I) (AP, UP) (†) (J) (5¢-15¢w, $1.00) (139)	Post-Bulletin Co.... G. S. Witherstine, Pres.	G. S. Witherstine....	Edward Branley..... S. Hargesheimer (sp)	Clare W. Blakely.... Geo. H. Rowe (cm)	Carl E. Thomas..... H. W. Blakely (n) Honore O'Rourke (cl)	P. J. Theisen W. Mabin (j)
ST. CLOUD..... 21,000	Times-Journal (e) 8,075x	.06	.045	(I) (AP) (J) (3¢-15¢w, 65¢m, $1.00) (139)	Times Pub. Co..... Fred Schilplin, Pub.-Pres.	Avah Eastman..... Harold Schoelkopf	Peter M. Weyrens... W. G. Grinols (sp)	Fred Schilplin..... Wilfred E. Lauer(cm)	C. H. Gustafson..... F. C. Schilplin (n) C. H. Gustafson (cl)	J. Hick G. L. Rosenberger (j)
ST. PAUL..... 271,606 203,965 (ABC City)	Dispatch (e) 91,972	.25	....	(I) (AP, CDN, UP, NWN) (*S) (mer) (†) (J) (3¢ daily, 10¢S-20¢w, 85¢m-$2.00) (113)	Dispatch Pioneer Press Co. L. E. Owens, Pub.-Pres.	R. J. Dunlap (me)...	V. E. Fairbanks..... Geo. Edmond (sp) A. H. Cook (Su)	W. F. Johns.....	J. X. Gooris..... R. B. Liggett (n) J. F. Lewis (cl)	C. J. Hentschell
	Pioneer Press (m) 74,961	.20	....							
	Combined daily (me) 166,933	.30	....							
	Sunday edition (S) 112,848	.27	....							
	News (e) 68,477	.18	....	(I) (UP, INS) (mer) (†) (J) (3¢-60¢m; $2.00) (150)	Daily News Corp....	Howard Kahn..... Irving Richards	Fred Strong..... Ed. L. Shave (sp)	Herman Ridder..... J. R. Van Horn (bm) H. Sugard (cm)	J. R. Van Horn..... Thos. B. Lang (n) Hugo Knoefel (cl)	J. R. Salmon (j)
SOUTH ST. PAUL 10,009	Reporter (e) 4,265	.03	.025	(I) (UP) (J) (2¢-25¢m) (104-4)	Reporter Co..... W. M. Fisk, Pres.	W. M. Fisk.....	C. T. Burnley..... Henry Borts (sp)	W. M. Fisk..... M. E. Johnson (secy-treas) J. Waldhauser (cm)	Gerald Hoppe..... M. E. Johnson (cl)	C. M. Stearns
STILLWATER.... 7,173	Gazette (e) 1,575	.021	....	(I) (UP) (J) (none)..	Easton-Masterman..	W. E. Easton.....	.....	Ned Easton (bm)....	T. F. Meehan.....	.....
VIRGINIA..... 11,963	Enterprise (e) 4,147	.03	.03	(I) (AP) (3¢-15ew, 65¢m-$1.50) (139-109)	Enterprise Ptg. & Pub. Co.	Burt D. Pearson.....	Donald J. MacIvor.. Augustus Hancock (sp)	J. O. Bergeson (bm).. Andrew Bradish (cm)	R. Joe McNiff.....	W. E. Lostrom
WILLMAR..... 6,173	Tribune (e) 4,101	.03	.025	(I) (AP) (†) (J) (3¢-45¢m, $2.) (122-109)	Victor E. Lawson....	Victor E. Lawson.... O. B. Augustson	H. A. Hengstler.....	Victor E. Lawson.... Emil Aspaas (cm)	Reuben Bengtson.... O. B. Augustson (n) Reuben Bentgson (cl)	G. Hillerman J. V. Lawson
WINONA..... 20,852	Republican-Herald (e) 14,991	.06	.05	(I) (AP) (mer) (J) (3¢-15¢w; 65¢m-$1.50) (108)	Republican-Herald Pub. Co. Mrs. H. G. White, Pres.	H. R. Wiecking..... E. T. Edwards	G. R. Closway..... B. J. Duffy (sp)	M. H. White (bm)... H. G. Hymes (cm)	L. S. Belville..... C. E. Linden (cl)	J. F. Bilder O. A. Olson (j)

MISSISSIPPI

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
BILOXI, 14,850 & Herald GULFPORT, 12,547 (e)	5,669	.04	....	(D) (AP) (5¢-15¢w, $1.25) (41)	W. G. & E. P. Wilkes	G. P. Money ..... E. P. Wilkes	*Cosman Eisendrath **A. G. Oscimach Clinton Blackwell (sp) (Note: * City editor for Biloxi; ** city editor for Gulfport.)	W. G. Wilkes..... C. H. Rose (cm)	C. D. Rodgers..... W. G. Wilkes (n)	G. P. Wilkes
CLARKSDALE.... 10,043	News (m) 4,313	.025	....	(D) (UP) (J) (98)	Coahomian Pub. Co.. Henry C. Page, Pub.-Pres.	Henry C. Page..... Blanton Dye	.....	Henry C. Page..... A. J. Oswald (bm) L. L. Warden (cm)	Henry C. Page..... A. J. Oswald (n)	.....
	Register (e) 4,472	.035	.025	(AP) (J) (5¢) (41)...	Register Pub. Co..... Mrs. Guy P. Clark, Pub.-Pres.	Dortch Campbell (me)	Claude Curlin.....	Mrs. Guy P. Clark... Johanna Serio (bm)	John B. Howse..... Sally Binder (cl)	G. P. Birdsong
COLUMBUS..... 10,743	Commercial Dispatch (e) 5,145	.04	.035	(D) (AP) (†) (J) (5¢-15¢w, 65¢m) (none)	Birney Imes.....	Birney Imes.....	Drew Shankle.....	T. C. Billups (cm)...	H. I. Tate..... Birney Imes, Jr. (n)	B. T. Russell
	Sunday edition (S) 5,145	.04	....							
CORINTH..... 6,220	Corinthian (e) 2,164	.03	....	(D) (41).....	Klyce & Bishop.....	.....	.....	J. C. Bishop..... E. O. Klyce (cm)	J. C. Bishop.....	.....
GREENVILLE.... 14,807	Democrat Times (e) 3,015	.025	.025	(D) (AP) (J) (5¢-15¢w, 50¢m-$2.50) (98)	Greenville Newspaper & Ptg. Co. Anna D. Smith, Pres.	Ernest Smith.....	Charlie Kerg.....	Ernest Smith..... W. C. Tompkins(cm)	H. Armstrong.....	L. Smith
GREENWOOD.... 11,123	Commonwealth (e) 3,510	.03	.03	(D) (AP) (J) (5¢-15¢w, 65¢m) (41)	Sumter Gillespie.....	Littleton Upshur.... Sumter Gillespie	Littleton Upshur.... J. P. Muse (sp)	Sumter Gillespie..... Mrs. Roy Wilkes(cm)	Mrs. B. Gillespie.... Sumter Gillespie (n) Mrs. Roy Wilkes (cl)	J. Beall
GRENADA..... 4,349	Sentinel (e) (new daily)	.025	.025	(D) (J)(5¢-10¢w) (41)	Grenada Sentinel Inc. R. I. Lawrence, Pres.	W. W. Whitaker.....	Elizabeth Eddleman. H. Greenfield (sp)	W. W. Whitaker..... H. Greenfield (cm)	H. Greenfield.....	D. H. Horn H. Greenfield (j)
HATTIESBURG... 18,601	American (e) 7,308	.04	....	(D) (AP) (36).....	F. S. Harmon.....	C. G. A. Harmon....	.....	T. St. John (bm) C. H. Praytor (cm)	T. St. John.....	T. L. Praytor
JACKSON..... 48,282	News (e) 32,343x	.08	.06	(D) (AP), UP) (†) (5¢-15¢w, 65¢m) (86)	Daily News Inc..... Fred. Sullens, Pres.	Frederick Sullens.... Geo. Lemon Sugg	Jack Hancock..... E. C. Magee (sp)	Walter G. Johnson... Thos. Biles (cm)	Roscoe Bailey..... Mack Smythe (cl)	W. T. Anderson
	Sunday edition (S) 33,160x	.08	....							
	Clarion-Ledger (m) 32,494x	.08	....	(D) (AP, UP) (†) (5¢) (86)	Clarion-Ledger Co. . T. M. Hederman, Pub.	T. M. Hederman.... Purser Hewitt	.....	H. S. Johnson (cm)..	J. R. Brundy (n)....	.....
	Sunday edition (S) 36,433x	.08	....							
LAUREL..... 18,017	Leader-Call (e) 6,224	.04	....	(I-D) (AP) (5¢-15¢w, 65¢m, $2.50) (15)	Laurel Daily Leader, Inc. T. M. Gibbons, Pub. J. M. Skewes, Pres.	Mrs. T. M. Gibbons. E. E. Hoffman	.....	Thos. M. Gibbons... Mrs. L. H. Suddith (cm)	W. C. DeHority..... Mrs. C. S. Herring (n)	G. E. Cathcart
McCOMB..... 10,057	Enterprise (e) New daily	.035	....	(D) (AP) (†) (J) (5¢-10¢w, (45¢m) (41)	J. O. Emmerich.....	J. O. Emmerich.....	Aubrey Ballard.....	Alma Holmes (cm)...	Ernest Watson.....	J. R. Butler
MERIDIAN..... 32,604	Star (e) 15,314	.075	.075	(I) (AP, UP, INS) 5¢-15¢w, 65¢m-$2.50) (15)	Meridian Star, Inc... Jas. H. Skewes, Pub.-Pres.	Jas. H. Skewes..... W. L. Ellison	P. D. McRoy..... Carl Walters (sp)	E. Anderson (bm).... L. R. Allison (cm)	J. W. Dement..... E. R. Sowry (cl)	H. G. Hodge
	Sunday edition (S) 15,761	.075	.075							
NEW ALBANY... 3,187	Gazette (e) New Daily	....	....	(41).....	.....	S. J. Owen.....	.....	.....	.....	.....
NATCHEZ..... 13,422	Democrat (m) 3,585	.0285	....	(D) (AP) (†) (J) (55)	J. W. Lambert.....	R. E. Smith.....	.....	.....	.....	.....
	Sunday edition (S) 3,585	.038	....							
TUPELO..... 5,361	News (e) 5,980	.045	....	(I) (AP) (J) (41)...	Daily News Co..... J. Fred Price, Pub.	J. Fred Price..... Sid R. Harris	.....	L. H. Price (cm).....	Walter H. Specht....	.....

(*Continued on page* 58)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSISSIPPI (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
VICKSBURG 22,943	Herald (m) 2,633 Sunday edition (S) 2,633 Post (e) 5,210x	.03 .04 .04	....	(I) (AP) (55)	P. L. Barclift					
				(D) (AP) (55)	J. G. Cashman & Sons			L. P. Cashman (bm) J. C. Campbell (cm)		
WEST POINT 4,677	Times-Leader (e) 3,828 Sunday edition (S) 3,828	.03 .03	.025 .025	(I) (AP) (J) (5¢-10¢w, 45¢m-$1) (41)	E. G. & B. L. Harris	Edgar G. Harris Stanley Fink	Stanley Fink Edgar G. Harris (Su)	Edgar G. Harris B. L. Harris (bm)	B. L. Harris H. C. Baker (cl)	C. L. Jobe

MISSOURI

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AURORA 3,875	Advertiser (e) 1,350	.014	....	(I) (J) (none)	W. B. Lowry					
BOONVILLE 6,435	News (e) 2,970	.035	.021	(I-R) (AP) (J) (3¢-12¢w, 50¢m) (none)	Boonville Press, Inc. H. R. Winsor, Pres.	J. R. Adams	Lewis C. Debo H. D. Quigg (sp)	H. R. Winsor (bm) Clarence Wolf (cm)	Oliver T. Maxwell Ethel MacAaron (cl)	J. E. Ploger
BROOKFIELD 6,428	Argus (e) 2,552	.025	....	(D) (UP) (none)	C. W. Greene				H. B. Green (n)	
BUTLER 2,706	Democrat (e)	.011	....	(D) (J) (3)	Henry H. Henry	Henry H. Henry				
CAMERON 3,507	News-Observer (e) 998	.014	.014	(D) (J) (3¢-10¢w-$2.20) (none)	B. B. Witt	B. B. Witt	Mrs. G. Whittaker	B. B. Witt Merlin Reed (cm)	B. B. Witt	B. Witt J. Marcum (j)
CAPE GIRARDEAU 16,227	Southeast Missourian (e) 8,398	.05	.043	(I) (AP) (5¢-15¢w, 50¢m, $1) (135)	Naeter Bros. Pub. Co. Fred & George Naeter, Pubs. Fred Naeter, Pres.	Fred & Geo. Naeter Juel Mosley		Alvin Macke (bm) Edwin Mammon (cm)	H. E. Drake	H. Hobler
CARROLLTON 4,058	Democrat (e) 882	.014	....	(D) (J) (none)	W. S. Holliday	W. R. Painter		W. S. Holliday		
CARTHAGE 9,736	Democrat (m) 1,233 Sunday edition (S) 1,233 Press (e) 3,031	.03 .03 .03	....	(I) (J) (none) (R) (AP) (J) (5¢-15¢w, 50¢m-$2.50) (none)	Eugene B. Roach Carthage Press Pub. Co. W. J. Sewall, Pres.	Eugene B. Roach W. J. Sewall	 E. L. Dale Fletcher Cupp (sp)	 W. J. Sewall E. R. Johnson (cm)	 H. L. Howe W. L. Schrants (n) E. R. Johnson (cl)	 H. K. Steward
CHILLICOTHE 8,177	Constitution-Tribune (e) 4,882	.04	.035	(I) (UP) (†) (J) (2¢-15¢w, 65¢m) (100)	Chillicothe Pub. Co. C. E. Watkins, Pres.	C. A. Spooner C. E. Watkins	C. A. Spooner J. Thistlethwaite (sp)	C. E. Watkins F. C. Bohn (nm) David Gregory (cm)	F. P. Bohn C. E. Watkins, Jr. (n) J. Thistlethwaite (cl)	D. O. Smith G. Mahaffey (j)
CLINTON 5,744	Democrat (e)	.011	....	(D) (J) (3)	C. H. Whitaker & Sons	C. H. Whitaker				
COLUMBIA 14,962	Missourian (e) 2,822 Tribune (e) 4,757	.025 .035	....	(I) (UP) (5¢-10¢w, 40¢m) (74) (D) (AP) (2¢) (none)	Missourian Pub. Assn. Tribune Pub. Co. E. M. Watson, Pres.	E. A. Soderstrom (me) E. M. Watson	 L. H. Edwards J. P. Hamel (sp)	E. D. Soderstrom Elden Tuttle (cm) M. D. Jett (bm) L. Francis Pike (cm)	E. A. Soderstrom M. Baumgartner (cl) H. J. Waters Mrs. M. A. Stewart (cl)	E. B. Swift M. C. Creasy
EXCELSIOR SPRINGS 4,565	Standard (e) 3,397 Sunday edition (S) 3,397	.035 .035	.025	(I) (UP) (†) (J) (3¢-12¢w) (91)	E. J. Lawrence	Robert Gilmer E. J. Lawrence	E. J. Connelly	E. J. Lawrence Melvin Cheney (cm)	Floyd Bassindale E. J. Lawrence (n) Melvin Cheney (cl)	C. Satterlee
FULTON 6,105	Sun-Gazette (e) 2,520	.03	....	(D) (AP) (J) (100)	Sun Ptg. Co.	J. W., G. P., V. A. Johnston George P. Johnston		G. P. Johnston (bm)	Geo. P. Johnston	
HANNIBAL 22,761	Courier-Post (e) 7,339	.04	.03	(I) (AP) (5¢-15¢w, $1) (108)	E. L. Sparks, Pub. E. P. Adler, Pres.	W. A. Cable	J. G. Jeffries Ed. M. O'Neill (sp)	E. L. Sparks R. D. Wolfe (cm)	C. R. Munson E. L. Sparks (n)	J. J. Freeman
INDEPENDENCE 15,296	Examiner (e) 4,092	.035	....	(I-D) (UP) (54)	Examiner Ptg. Co. Wm. Southern, Jr., Pres.	Wm. Southern, Jr.		F. W. Rucker (bm) G. R. Boyd (cm)	F. W. Rucker	
	News (e)	.016	....	(I-R) (J) (none)	C. A. Carroll			C. A. Carroll G. W. Brandon (cm)		
JEFFERSON CITY 21,596	Capital-News (m) 6,089 Post-Tribune (e) 7,615 Combined daily (me) 13,704 Sunday edition (S) 13,308	.... .08 .08	....	(I) (AP, UP) (3¢-15¢w, 65¢m) (135)	Tribune Ptg. Co. R. C. Goshorn, Pres.	J. Kelly Pool (m) L. R. Lutkewitte (e)	R. L. Slighton (m) L. R. Lutkewitte (e) Don Cullimore (sp) L. R. Lutkewitte (Su)	R. C. Goshorn R. L. Rose (bm) M. F. Slicker (cm)	R. L. Rose Meta Johannaber (cl)	A. G. Baker
JOPLIN 33,454	Globe (m) 22,798x News-Herald (e) 13,270x Combined daily (me) 35,978x Sunday edition (S) 26,704x	.... .15 .15	....	(I) (AP) (mer) (†) (5¢morn, 3¢evg, 20¢w, 85¢m-$2) (76)	Globe Pub. Co. Cogwill Blair, Pub. Harrison C. Rogers, Pres.	Philip Coldren Ray S. Cochran	Steve Smith (m) Grover F. Welsh (e) Porter Wittich (sp)	Cowgill Blair Harold J. Leggett (cm)	J. J. McClellan Chas. A. Blair, Jr. (n) E. D. Orton (cl)	J. C. Schulte
KANSAS CITY 399,746 602,046 (ABC City)	Journal-Post (e) 93,946 Sunday edition (S) 79,467	.20 .20	....	(I) (UP) (*S) (†) (2¢evg. 10¢Sun, 15¢w, 65¢m, $1.10) (86)	Journal Post Co. W. Laurence Dickey, Pres.	W. Laurence Dickey	Ed. Meisberger E. W. Cochrane (sp) Tom Collins (Su)	Marion B. Sharp Homer Bair (cm)	Benj. Sosland (adv. dir.) Leslie C. David (adv. mgr.) J. A. Penticuff (n) Jos Lapides (cl)	W. G. Reno
	Star (e) 302,277 Times (morning edition of Star) (m) 305,369 Combined daily (me) 607,646 Sunday edition (S) 315,741	.... .60 .45	....	(I) (AP, INS, CT, NYT, NANA) (*S) (†) (2¢d, 5¢S, 15¢w, 65¢m) (35-147)	Kansas City Star Co. George B. Longan, Pres.	Henry J. Haskell Roy A. Roberts	Frits Hinkle Clyde E. McBride (sp) Edw. B. Garnett (Su)	George B. Longan E. McCollum (asst. gm.) Geo. W. Mansfield (cm)	John T. Barrons E. E. Robertson (n) R. G. Shryock (cl)	D. Carpenter
KIRKSVILLE 8,293	Express & News (e) 4,462 Sunday edition (S) 4,462	.035 .035	.025	(I) (UP) (5¢-20¢w, 60¢m, $1.50) (100)	E. E. Swain	E. E. Swain	Dow Jones Howard Coons (sp)		E. E. Swain, Jr.	L. F. Shubert
LAMAR 2,381	Democrat (e) 1,401	.021	....	(I) (none)	Arthur Aull	Arthur Aull				
LEXINGTON 4,595	Advertiser-News (e) 3,784	.03	.03	(I) (UP) (†) (J) (2¢) (100)	News Pub. Co. H. E. Booth, Pres.	Fred C. Robins			B. M. Little	B. McAlister K. Kennedy (j)
	Intelligencer (e) 2,880	.02	....	(D) (J) (2¢) (26)	A. W. Allen	R. A. Ward				
MACON 3,551	Chronicle-Herald (e) 4,518	.035	.029	(I) (UP) (†) (J) (5¢-10¢w, 40¢m) (54)	Chronicle Herald Pub. Co. Frank P. Briggs, Pres.	Frank P. Briggs		Finis M. Sagaser (bm)	Finis M. Sagaser	W. L. King A. Lunsford (j)
MARSHALL 8,103	Democrat-News (e) 2,970	.03	.025	(D) (AP) (J) (5¢-50¢m) (none)	R. N. Hains	R. N. Hains	John R. Hall R. K. Hains (sp)	R. K. Hains O. B. Downs (cm)	R. M. Dunn R. N. Hains (n) V. C. Turner (cl)	S. E. Sherwood J. E. Morris (j)
MARYVILLE 5,217	Forum (e) 4,155	.04	.035	(I) (AP) (J) (2¢-50¢m) (none)	Forum Pub. Co. O. S. Stauffer, Pres.	M. W. Stauffer Chester Krusse	Geo. Perrin (sp)	M. W. Stauffer	Erman Barrett	W. Todd

(*Continued on page* 60)

It is no longer necessary to remove press blankets after running to trim the edges and repunch the holes. Due to their high tensile strength and minimum stretch, Vulcan Felt Blankets stay butted closely together. No pounding down is necessary, either; and there is no bolstering and no ghosting.

●

To avoid excessive wear on stereotype plates in long runs, and for excellent printing results, use Vulcan Non-Felt Press Blankets. As these blankets quickly show plate defects, reasonably good plates must be used. Consult a Vulcan representative about Non-Felt Blankets. He will explain their special advantages.

●

Superior printing of halftones means greater "eye appeal," larger sales. Used by many prominent newspapers for better halftone results, the Vulcan E. D. Blanket is preferred in some plants for type pages, too. This blanket is distinctly a blanket and should not be confused with draw sheets.

●

Vulcan Draw Sheets have the famous Vulcan oil-proof, super-resilient surfacing, hence do not carry surface indentations. Another feature is freedom from excessive stretch. The initial cost of Vulcan Draw Sheets is higher than that of ordinary draw sheets, but the cost per thousand impressions is lower.

●

Many pressmen are adopting the new Vulcan Underpacking Blanket. Features of this Underpacking are: 1. It is oil-proof—unaffected by lubricating oils or the oils in inks. 2. Although oil-proof, this blanket has all the physical qualities of a rubber underpacking—resilience, firmness, pliability, and minimum stretch. 3. It will not creep, blister, or swell.

●

Stereotypers appreciate the Vulcan Buckle-Proof Molding Blanket, which, as its name implies, does not buckle or spring out of shape. We also furnish Vulcan Cork Molding Blankets, in two consistencies —medium and hard—both of which are highly resistant to cracking. Further particulars about Vulcan Molding Blankets, on request.

●

The Vulcan Proofing Company has had long and successful experience in making rubber products and non-rubber compounds—particularly compounds which withstand the destructive action of oil. That is one reason why Vulcan Inking Rollers give better results at lower cost. Not one Vulcan Roller has ever been returned because of any failure of the cover.

VULCAN PRODUCTS ALL LEAD TO THE SAME GOAL

VULCAN FELT PRESS BLANKETS
VULCAN NON-FELT BLANKETS
VULCAN E. D. BLANKETS
VULCAN DRAW SHEETS
VULCAN UNDERPACKINGS
VULCAN MOLDING BLANKETS
VULCAN RUBBER INKING ROLLERS

ECONOMY and BETTER PRESSWORK

Send for this Book

"Vulcan Money-Saving Products for Newspapers" is a Booklet that tells about the various products listed on this page and other Vulcan products. Send for this booklet now while you have it in mind.

VULCAN PROOFING COMPANY FIRST AVENUE AND FIFTY-EIGHTH STREET, BROOKLYN, NEW YORK

Pacific Coast: Ralph Leber Co., Inc., 426 Polson Building., Seattle, Wash.

Southern Representative: Hi-Speed Roller Co., New Orleans, La.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSOURI (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MEXICO	Intelligencer									
8,290	(e) 1,797	.018	....	(D) (AP) (J) (5¢-15¢w, 50¢m) (26)	Intelligencer Pub. Co., Inc. Gale F. Johnston, Pub.-Pres.	Orlando Worrell	James E. Sterner	Orlando Worrell (bm) Raymond Groves (cm)	Raymond Holman	J. R. Hutcherson
	Sunday edition (S) 1,797	.018	....							
	Ledger (e) 1,967	.02	....	(I-D) (UP) (J) (5¢) (100)	L. M. White	L. M. White	C. H. Schooley	R. Robertson (cm)	Wm. Haas	J. Williams
MOBERLY	Monitor-Index									
13,772	(e) 5,146	.04	.036	(D) (AP) (J) (5¢-15¢w) (100)	Index Pub. Co. James Todd, Pres.	James Todd & W. T. VanCleve	C. A. Bradley	J. K. VanCleve (bm). G. P. Delaney (cm)	C. M. Keller Isabel Gollehon (n) Mrs. R. Swetman (cl)	G. Leach
MONETT	Times									
4,099	(e) 1,175	.021	....	(I) (J) (3¢-50¢m) (26)	Miss Pearl Peters	Miss Pearl Peters				R. Lindsey (j)
NEOSHO	Democrat									
4,485	(e) 780	.018	.018	(I) (J) (2¢-9¢w, 35¢m-$1) (26)	W. G. & J. G. Anderson	Jas. G. Anderson W. G. Anderson			W. G. Anderson (n)	W. G. Anderson
NEVADA	Mail & Post									
7,448	(e)	.021	....	(D) (AP) (J) (none)	Southwest Mail Ptg. Co. W. L. Earp, Pres.	J. H. Bean	J. H. Bean	W. L. Earp (bm) C. C. Earp (cm)	P. M. Bean (n)	
OSCEOLA	Democrat									
1,043	(e)	.02	....	(26)	R. W. Ginsburg	R. W. Ginsburg				
POPLAR BLUFF	American Republic									
7,551	(e) 5,508	.035	....	(I) (AP) (†) (J) (100)	J. H. Wolpers	J. H. Wolpers		J. H. Wolpers Miss R. Saracini (cm)		
RICH HILL	Review									
2,118	(e)	.018	....	(D) (26)	E. E. Bean			E. E. Bean Miss N. Bean (cm)		E. Kenney
ST. CHARLES	Banner-News									
10,491	(e) 1,692	.02	....	(I) (J) (26)	Thomson & Belding. H. C. Belding, Pres.	R. M. Thomson		H. C. Belding		E. Moentmann
	Cosmos-Monitor (e) 1,675	.014	....	(R) (J) (none)	St. Charles Pub. Co. M. L. Comann, Pres.	M. L. Comann		B. M. Renno (bm)		A. C. Week
ST. JOSEPH	Gazette									
80,935	(m) 24,035	....	....							
88,908 (ABC City)	News-Press (e) 41,794	....	....	(I) (AP, UP) (†) (2¢ daily, 5¢Sun-25¢w, daily, $1.10m daily- $1.25d, $3S) (100)	News Corp. H. A. Sprague, Pub. C. M. Palmer, Pres.	H. A. Sprague Dean Wilde (me-m) C. L. Rutt (me-e)	J. Cargill (news-m) M. Chilcote (news-e) B.G.Thrailkill (sp-m) Ray Osborne (sp-e) Don Houseworth (Su)	H. A. Sprague S. R. Douglas (bm) Harold Hult (cm)	L. L. Reynolds H. Schnaitman (cl)	R. Matheney
	Combined daily (me) 65,829	.16	.16							
	Sunday edition (S) 36,106	.10	.10							
ST. LOUIS	Globe-Democrat									
821,960	(m) 211,906	.43	.225	(I) (AP, NYT, NANA) (*S) (†) (3¢-75¢m) (49-114-12-96B)	Globe-Democrat Pub. Co. E. Lansing Ray, Pub.-Pres.	E. Lansing Ray J. J. McAuliffe	Francis P. Douglas M. O. Shevlin (sp) Walter H. Ames (Su)	E. Lansing Ray W. C. Houser (bm) Ralph E. Neusits(cm)	D. B. Houser W. W. Condict (n) Chas. W. Nax (cl)	E. Evers
1,141,593 (ABC City)	Sunday edition (S) 188,966	.43	....							
	Post-Dispatch (e) 217,015	.43	....	(I) (AP) (*S) (†) (3¢d,10¢S)(51-66-101-96B)	Joseph Pulitzer	O. K. Bovard (me)		A. G. Lincoln (cm)	Geo. M. Burbach	
	Sunday edition (S) 253,344	.50	....							
	Record (m) 2,191	.08	.07	(I) (5¢) (116)	Daily Record Co. Hiram B. Morse, Pres.	Lucius B. Morse		Hiram B. Morse John McCartney (bm) Chas. J. Karst (cm)	Dorothy Gardner	J. Schnitzer
	Star-Times (e) 139,162	.33	.32	(I) (UP, INS) (†) (J) (3¢-18¢w, 75¢m-$1.92) (90)	Star-Chronicle Pub. Co. E. Roberts, Pub.-Pres.	F. W. Taylor, Jr.(me)	Aaron Benesch Sid C. Keener (sp)	C. Joseph Snyder A. E. Kaye (bm) L. J. Hoffmann (cm)	Cliff W. Aubuchon (Adv. Dir) D. G. Heintzleman (cl)	E. H. Barker
SEDALIA	Capital									
20,806	(m) 2,271	....	....	(I-R)						
	Democrat (e) 5,390	....	....	(I-D) (AP) (†) (5¢-12½¢w, 55¢m, $2) (none)	Sedalia Democrat Co. W. P. Stanley, Pres.	W. J. Brill (m) W. P. Stanley (e)	Jack Taylor (m) W. D. Agee (e) Edw. Lawson (sp)	W. P. Stanley W. J. Brill (bm-m) W. P. Stanley (bm-e) W. P. Stanley (cm)	W. J. Brill	C. S. Cotton
	Combined daily (me) 7,661	.045	.05							
	Combined Sunday (S) 13,051	.045	.05							
SPRINGFIELD	News									
57,527	(m) 17,368	....	....							
	Leader & Press (e) 27,907	....	....	(I) (AP, UP, INS) (†) (3¢ daily, 5¢S.) (15)	Springfield Newspapers, Inc. H. S. Jewell, Pres.	Edson K. Bixby George Olds	John Snow (sp) George Olds (Su)	Edson K. Bixby T. W. Duvall (bm) E. E. Scott (cm)	Dan H. Wheeler Joseph Acuff (n) B. H. Dunham (cl)	D. M. Orr
	Combined daily (me) 45,175	.15	.15							
	Sunday edition (S) 34,867	.15	.15							
TRENTON	Republican-Times									
6,992	(e) 2,667	.03	.025	(R) (AP) (†) (5¢-10¢w, 45¢m) (26)	Carrie Roger Clark	Carrie R. Clark	Robt. Packmond	Ray Van Meter (bm)	Ray Van Meter	H. Pond
WARRENSBURG	Star-Journal									
5,146	(e) 1,356	.02	.014	(D) (UP) (J) (2¢-10cw,40¢m)(none)	Star-Journal Pub. Co. Wallace Crossley, Pub.-Pres.	Wallace Crossley E. W. Hoberecht	Jas. C. Kirkpatrick	E. W. Hoberecht	E. W. Hoberecht	R. Wilcox
WEBB CITY	Leader									
6,576	(e) 622	.02	.02	(D) (mer) (J) (2¢-20¢m) (none)	R. R. Roberson	Geo. B. Brewer J. A. Roberson			R. R. Roberson	W. Allen
	Sentinel (e) 420	.018	.018	(R) (J) (2¢-40¢m) (none)	Hal M. Wise	Hal M. Wise	Hal M. Wise, Jr	Hal M. Wise (bm)		J. W. Potter
WEST PLAINS	Quill									
3,355	(e) 1,000	.021	....	(I) (none)	Cleora B. & Ella M. Williams	V. Williams Sisters		Williams Sisters Fritze Dixon (bm)	Fritze W. Dixon	

MONTANA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
BILLINGS	Gazette									
16,280	(m) 12,735	....	....							
20,250 (ABC City)	Gazette (e) 3,023	....	....	(I) (AP, UP) (J) (5¢-20¢w-morn, 20¢w. evg.-90¢m.-noon, 90¢evg.(108)	Gazette Ptg. Co. Leon Shaw, Pres.	Eugene MacKinnon	Harry Griffin	Leon Shaw E. C. Aitchison (cm)	F. P. Pierce Florence Smith (cl)	R. A. MacMillan(j)
	Combined daily (me) 15,758	.08	.07							
	Sunday edition (S) 15,317	.08	....							
BOZEMAN	Chronicle									
6,855	(m) 2,415	.03	....	(I-D) (AP) (J) (5¢-25¢w, 85¢m,$2.50) (119)	Chronicle Pub. Co. Jas. P. Bole, Pres.	Jas. P. Bole	Fred H. Wilson	H. H. Howland Frank M. Grant (bm) T. Menard (cm)	L. A. Malone F. M. Giant (n)	F. Alderson C. F. Baggley(j)
	Sunday edition (S) 2,415	.03	....							
BUTTE	Montana Standard									
39,532	(m) 14,400	....	....	(I-D) (AP, UP) (†) (J) (119)	Standard Pub. Co. C. J. Kelly, Pres.	E. G. Leipheimer	Lew Risken Jean Jordan (sp)	J. L. Markham F. A. Launsbach (cm)	David Kilroy F. W. McKenzie (n) James Kintrea (cl)	P. J. Geraghty W. L. Murphy (j)
67,883 (ABC City)	Sunday edition (S) 24,050	....	....							
	Post (e) 9,047	....	....	(I-R) (AP, UP) (†) (119)	Post Pub. Co. J. H. Dickey, Jr., Pres.	G. W. Moon	James Doull Frank Quinn (sp)	J. H. Dickey, Jr. H. V. Tower (cm)	J. R. Spencer F. W. McKenzie (n) James Kintrea (cl)	P. J. Geraghty
	Combined daily (me) 23,456	.13	....							
	Evening & Sunday (es)	.16	....							
GREAT FALLS	Tribune									
28,822	(m) 16,504	....	....	(D)						
	Leader (e) 3,744	....	....	(R) (AP, UP) (†) (J) (5¢) (123)	Tribune, Inc. O. S. Warden, Pub.	O. S. Warden R. D. Warden	E. A. Dye Luke Wright (sp)	O. S. Warden A. Warden (bm) Don Hoffman (cm)	Alexander Warren (n)	F. Tebeau D. S. McCallum (j)
	Combined daily (me) 20,248	.09	....							
	Sunday edition (S) 18,422	.09	....							

(Continued on page 62)

FIRST IN ST. LOUIS

DURING 1935

The POST-DISPATCH carried more paid advertising than both other newspapers combined....

A New High Record

first IN ADVERTISING
IN CIRCULATION
DAILY OR SUNDAY

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MONTANA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HAVRE	News									
6,372	(m) 2,794	.035	....	(R) (AP) (†) (J) (5¢-50¢m) (101)	United Publishers, Inc. John Survant, Pres.	J. R. Larcombe J. F. M. Travis	Dan Minnick	John F. M. Travis Ray Creamer (cm)	Fred Spears John F. M. Travis (n) M. Elwood (cl)	Wm. Cole
	Sunday Journal (S) 2,986	.035	....							
HELENA	Independent									
11,803	(m) 5,196	.035	....	(D) (AP) (J) (119)	Independent Pub. Co. Will A. Campbell, Pres.	Will A. Campbell	W. C. Campbell Al Gaskill (sp)	Jane MacMillan K. Roberts (cm)	Bert Campbell B. McCann (n)	
	Sunday edition (S) 5,196	.035	....							
	Record-Herald (e) 4,252	.035	....	(R) (AP, UP) (92)	Mont. Record Pub. Co. T. B. Weir, Pres.	Geo. A. Roberts R. E. Miller	R. E. Miller W. W. Casper (sp)	C.A. McLaughlin (bm) Leo LaReau (cm)	P. C. LaReau	
KALISPELL	Inter Lake									
6,094	(e) 2,653	.018	....	(I-R) (AP) (none)	Inter Lake Ptg. Co. L. D. Spafford, Pres.	L. D. Spafford C. R. Hussman	C. R. Hussman Arthur Sward (sp)			
LEWISTOWN	Democrat-News									
5,358	(m) 6,410	.04	.04	(I-D) (AP) (†) (J) (5¢-80¢m, $2.50) (32-117)	Democrat-News Co., Inc. Tom Stout, Pres.	Tom Stout E. G. Ivins	J. W. Hawley Cole Stout (sp)	Harry E. Lay Casper Larson (cm)	Earl F. McGinnis	L. C. Raw (j)
	Telegram (e) 3,592	.04	.04							
	Combined daily (me) 10,002	.06	.06							
	Sunday edition (S) 6,410	.04	....							
LIVINGSTON	Enterprise									
6,391	(m) 1,219	.03	....	(I) (AP) (J) (119)	Livingston Pub. Co. L. E. Flint, Pres.	L. E. Flint		L. E. Flint (bm)	E. A. King E. M. Mjelde (n)	
	Sunday edition (S) 1,219	.03	....							
MILES CITY	Star									
7,175	(e) 3,731	.03	.032	(R) (AP) (†) (J) (119)	Star Pub. Co. J. D. Scanlan, Pres.	J. D. Scanlan L. F. Grill	L. L. Vannell (sp)	J. D. Scanlan W. F. Flinn (bm) H. A. Beardsley (cm)	O. L. Hicks W. F. Flinn (n)	E. L. Roberts C. B. Lebkicher
	Sunday edition (S) 3,731	.04	.04							
MISSOULA	Missoulian									
16,713	(m) 4,356	....	....	(I) (AP) (J) (5¢) (119)	Missoulian Pub. Co. Warren B. Davis, Pres.	Warren B. Davis F. T. Ferguson	Ray Rocene (sp)	C. A. Colby (bm) H. E. Healy (cm)	R. E. Morrison	J. Leach L. D. Delaney (j)
	Sentinel (e) 4,597	....	....							
	Combined daily (me) 8,953	.07	.06							
	Sunday edition (S) 7,352	.07	.06							
WHITEFISH	Pilot									
2,803	(e)	.018	....	(2¢) (none)		G. M. Moss		G. M. Moss		
	Sunday edition (S)									
	Reminder (m) 1,476	.02	.02	(I) (UP) (J) (5¢-35¢m-$2) (32)	Frank H. Trippett	Frank H. Trippett	Amy J. Maher D. Millegan (sp)	Frank H. Trippett	Frank H. Trippett	F. H. Trippett F. Stewart (j)

NEBRASKA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BEATRICE	Sun									
10,297	(e) 5,043	.04	....	(I) (AP) (†) (3¢-15¢w, 60¢m, (61)	E. M. Marvin, Pub.	E. M. Marvin T. D. Bradley	T. D. Bradley R. R. Johnson (sp)	C. J. Lash (bm) Hazel Sabin (cm)	C. J. Lash	J. D. Faris
	Sunday edition (S) 5,043	.04	....							
COLUMBUS	Telegram									
5,898	(e) 4,437	.03	....	(D) (UP) (J) (5¢-15¢w, 60¢m, $2.50) (104-4)	Telegram Co. Edgar Howard, Pres.	Edgar Howard Z. H. Loomis	Z. H. Loomis Chester Wilson (sp)	A. H. Backus Ina M. Person (cm)	L. R. Hanson Ina M. Person (cl)	W. J. Gregorius
FALLS CITY	Journal									
5,787	(e) 3,440	.03	.025	(I) (UP) (J) (30¢m) (17)	Journal Pub. Co. Virgil Falloon, Pres.	N. W. Todd	James S. Ramsey	Leo F. Nusbaum (bm)		J. A. Long
FREMONT	Tribune									
11,403	(e) 6,110	.04	....	(R) (UP) (mer) (J) (5¢-15¢w., $2) (61)	Hammond Ptg. Co. Frank Hammond, Pres.	Chas. S. Ryckman	H. S. Putnam	Ray W. Hammond Walt B. Raynolds (cm)	C. V. Roberts	
GRAND ISLAND	Independent									
18,041	(e) 12,414	.07	.07	(I-R) (AP) (3¢-15¢w) (61)	Independent Pub. Co. O. S. Stauffer, Pres.	A. F. Buechler	W. E. Buechler	W. G. Dunn (bm) E. O. Peeler (cm)	R. D. Chamberlain	C. W. Riley
HASTINGS	Tribune									
15,490	(e) 8,749	.06	....	(I) (UP) (†) (J) (61)		Henry G. Smith	Harold Cowan (sp)	H. G. Smith A. B. Cline (cm)	R. F. Kennedy (n)	
KEARNEY	Hub									
8,575	(e) 3,393	.035	.029	(I-D) (AP) (J) (3¢-15¢w) (61¢	Hugh R. Brown	H. C. Kroger		Hugh R. Brown G. A. Tooley (cm)	E. S. Kroger	F. Carlson
LINCOLN	State Journal			(I-R) (AP, UP, NANA) (mer) (†) (†) (3¢, 10¢s) (108)	State Journal Ptg. Co. J. C. Seacrest, Pub.-Pres.	F. L. Williams	M. P. Clifford John Bently (sp)	Fred Seacrest (bm) F. Seacrest (cm-daily) O. E. Jerner (cm-Sun)	J. W. Seacrest (loc) Walter W. White (n) Jay F. Seacrest (cl)	J. R. Duff
75,993	(m) 26,380	....	....							
86,431 (ABC City)	State Journal (e) 15,380	....	....							
	Sunday Journal-Star (S) 48,813	.21	....	(I) (108)						
	Star (e) 26,954	....	....	(I-D) (AP, INS) (mer) (†) (3¢) (108)	Star Ptg. Co. Frank Throop, Pub.	Jas. E. Lawrence	Larry Becker C. S. Sherman (sp)	Frank D. Throop O. E. Jerner (cm)	J. W. Seacrest (loc) Walter W. White (n) Jay F. Seacrest (cl)	C. McAhan
	Three editions combined (me) 68,723	.21	....							
McCOOK	Gazette									
6,688	(e) 3,215	.04	.03	(I) (UP) (J) (5¢) (110)	H. D. Strunk	H. D. Strunk Lee Hanify	Kenneth Gammill Lee Hanify (Sy)	H. D. Strunk L. T. Meyers (cm)	Walter Aman	A. Moores
NEBRASKA CITY	Nebraska News-Press									
7,230	(m) 4,120	.04	....	(I) (UP) (†) (J) (5¢-15¢w, $2) (104-4)	Press Ptg. Co. J. H. Sweet, Pub.-Pres.	J. H. Sweet A. R. Sweet	Melvin Wilkins (sp)	J. H. Sweet (bm) Wm. H. Reuter (cm)	Marie J. Duncan Eugene Mosier (cl)	F. E. Olmsted
	Sunday edition (S) 4,120	.04	....							
NORFOLK	News									
10,711	(e) 7,050	.05	.034	(I) (AP) (J) (5¢-12½¢w, $2.50) (119)	Huse Pub. Co. Gene Huse, Pub.-Pres.	Gene Huse	Horace Gomon N. S. Barth (sp)	F. C. Asmus (bm) L. C. Waddick (cm)	Wm. Reckert Gene Carrigan (cl)	H. V. Gillis P. A. Wagner (j)
NORTH PLATTE	Telegraph									
12,061	(e) 3,501	.029	.021	(I) (AP) (J) (5¢-15¢w) (none)	L. A. Kelly	A. J. Valentine		L. A. Kelly Jas. Kirkman (cm)	Jas. Kirkman Mary Valentine (n)	
OMAHA	Bee-News									
214,006	(m) 49,223	....	....							
256,054 (ABC City)	Bee-News (e) 49,774	....	....	(I) (AP, INS, US) (†) (3¢-20¢w-85¢m, $1.75) (65)	Bee News Pub. Co. L. B. Tobin, Pub.	Fred S. Hunter (me)	W. G. Murphy Ralph Wagner (sp) Don Hollenbeck (Su)	W. T. Gray (act.-bm) A. T. Lawson (cm)	Chas. B. Lord Nick Amos, Jr. (n) H. E. Walker (cl)	
	Combined daily (me) 98,997	.20	.082							
	Sunday edition (S) 118,772	.20	....							
	World-Herald (m) 62,069	....	....							
	World-Herald (e) 64,542	....	....	(I) (AP, UP, CT, CDN, NANA) (*S) (†) (3¢d, 10¢ S; 20¢w. evg.-Sun; 15¢, w-morn.-Sun) (113)	World Pub. Co. H. Doorly, Pub.-Pres.	H. E. Newbranch W. E. Christenson	B. F. Sylvester Fred'k Ware (sp)	M. B. McNab (bm) C. M. Wandborg (cm-city) D. W. Calvert (cm-ctry)	Arthur Myhrum (adv.-dir.) J. C. Blackmore (n) G. T. Pappas (cl)	M. B. McNab
	Combined daily (me) 126,631	.25	....							
	Sunday edition (S) 121,381	.25	....							
PLATTSMOUTH	Journal									
3,793	(e) 715	.014	....	(D) (J) (none)	Mrs. Robert A. Bates	Frank H. Smith		Millard H. Bates (vm		
SCOTTSBLUFF	Star-Herald									
8,465	(m) 5,248	.04	.03	(R) (AP) (J) (5¢-15¢w, 60¢m-.$1.50) (119)	Star-Herald Ptg. Co. Harry J. Wisner, Pub. A. B. Wood, Pres.	Harry J. Wisner	Herbert F. Thies	Harry J. Wisner Floyd Wisner (cm)	V. R. Blackledge	S. C. Curtis
	Sunday edition (S) 5,248	.04	....							
SOUTH OMAHA (Incl. in Omaha)	Sun (e)	.071	....	(none)	Sun Pub. Co.					
YORK	News-Times									
5,712	(e) 2,253	.03	....	(I) (UP) (4-104)		T. A. Curran		T A. Curran (bm) M. Hayes (cm)	R. O. Bartlett (n)	

(*Continued on page 63*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEVADA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CARSON CITY.... 3,217	Appeal-News (e)	.018	....	(D) (UP) (J) (none)	I. B. Mighels.....	E. T. Clyde.....	.....	I. B. Mighels.....	.....	.....
ELKO..... 3,217	Free Press (e) 1,465	.025	....	(I) (UP) (J) (5¢-$3) (101)	Free Press Pub. Co... E. M. Steninger, Pub.-Pres.	E. M. Steninger.....	E. M. Steninger.....	E. M. Steninger.....	.....	E. B. Steninger (j)
ELY..... 3,045	Times (e) 1,495	.025	....	(I) (UP) (J) (none).	Times Ptg. & Pub. Co. V. M. Pittman, Pres.	Vail M. Pittman.....	.....	I. B. Pittman (bm)..	.....	.....
LAS VEGAS..... 5,165 10,000 (City Zone)	Review-Journal (e) 5,411	.04	....	(I-D) (UP) (J) (5¢-75¢m, $2.50) (101)	F. F. Garside.....	A. E. Cahlan (me)...	J. F. Cahlan (sp)....	F. F. Garside (bm)... J. N. Coleman (cm)..	Jas. H. Down, Jr.... H. E. Hazard (cl)	D. Lochrie
RENO..... 18,529	Gazette (e) 9,112x	.05	....	(R) (AP) (17-101)..	Leigh Sanford.....	G. Sanford.....	.....	Leigh Sanford (bm)..	Leigh Sanford.....	.....
	Nevada State Journal (m) 4,679x	.04	....	(D-L) (UP) (mer) (†) (J)(5¢-75¢m, $2.50) (148)	F. W. McKechnie, Jr.	F. W. McKechnie, Jr.	Bernard Mergen..... Wm. Gilmartin (sp).. F. W. McKechnie, Jr., (Su)	F. W. McKechine, Jr. Ann M. Ross (off.mgr) Wm. Loftus, Sr. (cm)	Edw. P. Aldas..... Anna M. Ross (n)... Madaline Zari (cl)	C. W. Pettipiece Geo. Knauth (j)
	Sunday edition (S) 5,034x	.04	....							
TONOPAH..... 2,136	Times-Bonanza (e) 1,474	.025	.025	(I) (UP) (J) (5¢-$1m, $2.50) (101)	F. F. Garside.....	R. R. Germain.....	.....	F. F. Garside..... E. N. Richardson (bm)	R. R. Germain..... E. N. Richardson (n)	E. N. Richardson
WINNEMUCCA... 1,989	Humboldt Star (e) 2,603	.025	.021	(I) (UP) (J) (5¢-75¢m, $2.50) (101)	R. C. Stitser.....	Warren L. Monroe...	.....	R. C. Stitser..... A. K. Garteis (cm)	Ralph Lorents..... R. C. Stitser (n)	N. Smith

NEW HAMPSHIRE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLAREMONT.... 12,277	Eagle (e) 2,610	.02	....	(I-R) (AP) (J) (96).	Eagle Press, Inc..... B. G. Welch, Pres.	Wm. E. Langdon....	.....	H. L. Woodward (bm) F. A. Manning (cm)	H. L. Woodward....	.....
CONCORD... 25,228	Monitor & N. H. Patriot (e) 6,846	....	....	(I) (AP) (2¢-12¢w, 50¢m-$1.33, $1) (96)	Monitor Patriot Co.. J. M. Langley, Pub. F. E. Langley, Pres.	James M. Langley... William E. Newell	Ruel Colby (sp).....	James E. Langley... C. Jesseman (cm)	Ronald Bishop.....	.....
DOVER..... 13,573	Foster's Democrat (e)	.02	....	(96).....	Geo. J. Foster & Co..	.....	.....	.....	.....	.....
KEENE..... 11,794	Sentinel (e) 4,256	.023	.018	(R) (AP) (J) (2¢-8¢w, 33¢m, $1.25 1.25) (28)	Sentinel Ptg. Co..... J. W. Prentiss, Pres.	Harry C. Shaw.....	John H. Kline..... R. W. Newell (sp)	Chas. R. Rodgers.... Robt. D. Nims (cm)	Robert D. Nims.....	V. J. Bressett J. W. Prentiss (j)
LACONIA..... 12,471	Citizen (e) 3,854	.025	.021	(I) (AP) (J) (2¢-12¢w, 50¢m-$1) (4-104)	Citizen Pub. Co..... E. J. Gallagher, Pub. Etta G. Gallagher, Pres.	E. J. Gallagher.....	Ebba M. Janson..... Joe Gendron (sp)	E. G. Gallagher (bm)	Harold E. Richards..	L. D. Fitzpatrick
MANCHESTER... 78,834	Union (m) 18,784	....	....	(I-R) (AP) (mer) (†) (2¢-60¢m-morn, 50¢m, evg.-$1.60) (90)	Union-Leader Pub. Co. J. A. Muehling, Pub. E. F. Jewell, Asst. Pub. Frank Knox, Pres...	John A. Muehlong... Robt. M. Blood	.....	C. Dekker (bm) .... D. A. Bissett (cm)	Arthur T. Brush....	.....
	Leader (e) 18,031	....	....							
	Combined daily (me) 36,815	.12	....							
NASHUA..... 31,463	Telegraph (e) 8,069	.035	.035	(I) (AP) (†) (2¢-12¢w, 50¢m) (none)	Telegraph Pub. Co... B. E. Warren, Pub.	B. E. Warren..... Geo. Parkhurst	.....	.....	B. E. Warren, Jr.....	F. M. Britton
PORTSMOUTH... 14,495	Herald (e) 6,143	.025	....	(I-R) (AP) (J) (2¢-$1,$1)(none)	Fern. W. Hartford...	Fern. W. Hartford...	Percy A. Moulton... Fred Jones (sp)	William R. Dearborn.	William R. Dearborn.	E. J. Averill

NEW JERSEY

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASBURY PARK... 16,981 37,885 (ABC City)	Press (e) 12,735	.06	.035	(I-D) (AP) (†) (3¢e, 5¢Sun, 30¢w, $2; $3 Sun (135)	J. Lyle Kinmonth...	J. Lyle Kinmonth...	Thomas B. Tighe.... Ed Hill (sp)	Wayne D. McMurray Ernest Lass (cm)	Harold M. Canning..	D. F. Shortell
	Sunday edition (S) 7,535	.06	.025							
ATLANTIC CITY. 66,198 102,094 (ABC City)	Press (m) 19,946	....	....	(I) (AP) (†) (2¢ daily, 5¢ S; 12¢w, 5¢S; 50¢ m, $1.33) (78)	Press-Union Pub. Co., Inc. Albert J. Feyl, Pres.	Francis E. Croasdale.	E. P. Beach (ce-m).. G. R. Weintraub (ce-e) Louis Greenberg (sp). J. J. Farrell (Su)	Albert J. Feyl..... W. L. Lippincott (cm)	Robt. E. Peifer (loc.).. Frank V. Wallace (n) M. Mendelsohn (cl)	E. W. Ely
	Union (e) 15,413	....	....							
	Combined daily (me) 35,359	.14	.09							
	Sunday edition (S) 19,718	.12	.07							
BAYONNE..... 69,979	Times (e) 13,724	.06	.051	(I) (INS) (2¢-12¢w, $1.20) (44)	Times Ptg. & Pub. Co. Sydney A. Lazarus, & Herman Lazarus, Pubs. Margaret M. Lazarus, Pres.	A. V. Ripps.....	Henry Auger..... Morris Rosenberg (sp)	Sydney A. Lazarus... Maurice Zinader (bm) J. J. Jennings (cm)	Harry L. Shaver..... Cele Lee (cl)	H. Lazarus
BRIDGETON..... 18,699	News (e) 7,020	.03	.03	(R) (AP) (J) (2¢-12¢w, 1¢.) (107)	Evening News Co.... G. L. Schofield, Pres.	G. L. Schofield..... W. E. Middleton	L. A. Henderson..... R. A. Brandt (sp)	G. L. Shofield..... M. B. Hewitt (bm) J. T. Rowan (cm)	C. W. Stone..... C. I. Stevens (n)	G. H. Bear
BURLINGTON.... 10,849	Enterprise (e)	.03	....	(R) (J) (17-105)....	Enterprise Pub. Co.. J. R. Chesman, Pres.	J. R. Chesman.....	.....	W. Emory Chesman (bm) J. H. Roberts, Jr. (cm)	K. H. O'Connell.....	.....
CAMDEN..... 118,700 137,127 (ABC City)	Courier (e) 53,846	....	....	(I) (UP) INS, US) (mer) (†) 2¢-12¢w, 50¢m, $1.33) (90)	Courier Co..... J. David Stern, Pub.-Pres.	Harry T. Saylor..... Frank H. Ryan	Ralph Bull (ce-m)... Jas. O'Neill (ce-e) Thos. H. Ryan (Su)	W. L. Tushingham (bm) F. J. Kinsella, Asst. bm H. M. Snyder (cm)	Frank J. Kinsella.... Samuel B. Hill (n) H. W. Tushingham (cl)	Elmer C. Pratt
	Post (m) 17,784	....	....							
	Combined daily (me) 71,630	.19	....							
ELIZABETH..... 114,589	Journal (e) 26,777	.10	....	(R) (AP, UP) (3¢-20¢w, 85¢m, $2) (44)	Fred L. Crane Corp.. Fred L. Crane, Pub.	Fred L. Crane..... Geo. W. Swift	E. H. Griffin..... John Hall (sp)	Elmer E. Stanion (bm) W. L. Good (cm)	F. Ernest Wallace... J. M. Johnson (cl)	W. J. Burke
HACKENSACK... 24,568 102,335 (ABC City)	Bergen Eve. Record (e) 18,004	.08	.06	(I) (AP) (†) (3¢-21¢w, 84¢m, $2) (44)	Bergen Eve. Record Corp. John L. Borg, Pub-Pres.	Donald G. Borg..... R. H. Wynkoop	H. G. Holran..... Albert DelGreco (sp)	R. L. Binder (bm)... R. H. Losey (cm)	M. L. Zimmerman... M. Krever (n) T. N. Prime (cl)	C. A. Young
HOBOKEN..... 59,261 101,727 (ABC City)	Jersey Observer (e) 37,189	.12	.12	(I-D) (UP) (J) (3¢-12¢w, $2) (none)	G. A. Seide.....	Arthur Fagan..... A. Langer	Eugene Goldner..... Jerry Barker (sp)	Fred A. Seide (bm).. Harry Kelly (cm)	A. L. Kohnfelder.... N. R. Kohnfelder (n)	F. A. Kaufmann J. Borthwick (j)
JERSEY CITY.... 316,715 101,727 (ABC City)	Jersey Journal (e) 37,763	.12	.12	(I-R) (AP) (3¢-18¢w, $2) (137)	Evening Journal Assn. W. M. Dear, Pub. Joseph A. Dear, Pres.	Joseph A. Dear..... Fred J. Gainsway	Geo. V. Headley..... Frank Dunham	Walter M. Dear..... Rudolph E. Lent (bm) L. Rutherford (cm)	Charlotte Stuhr..... Fred Helland (cl)	I. J. Horton
LAKEWOOD..... 7,800	Times (e) 2,035	.03	.03	(R) (AP) (J) (2¢-10¢w, 40¢m, $1) (40)	Times & Journal Pub. Co. Harry E. Newman, Pres.-Pub.	Harold Ober.....	Herbert G. Rau..... Harold Ober (sp)	.....	Harold Ober.....	E. L. Johnson
LONG BRANCH.. 13,299	Record (e) 10,719	.05	....	(I) (AP) (J) (3¢-18¢w, $2) (40)	Monmouth County Pub. Co. E. D. DeWitt, Pres.	Richard DeWitt..... Houston Brown	H. Lawrence French (sp)	Bryant B. Newcomb (bm) R. M. Caldwell (cm)	H. M. Tallmadge	R. P. Shorts R. Bacon (j)
MILLVILLE..... 14,706	Republican (e) 4,032	.03	.02	(I) (AP) (J) (2¢-12¢w, 50¢m, $1) (32)	Millville Pub. Co.... C. H. Johnson, Pub. E. H. Carpenter, Pres.	Earl M. Wescott....	.....	Earl M. Wescott.... H. S. Tozar (asst.-bm)	H. S. Tozar	C. W. Gibbons H. A. Fehringer (j)
MORRISTOWN... 13,197	Record (e) 6,925	.05	.03	(I) (AP) (J) (2¢-12¢w, $1.20) (135)	Norman B. Tomlinson	Norman B. Tomlinson	William P. O'Neill... Ralph Bugli (sp)	Norman B. Tomlinson Herbert Cole (cm)	Edgar M. Weed..... Elizabeth Clark (cl)	W. E. Wulfers

(*Continued on page 64*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW JERSEY (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEWARK	Ledger									
442,337	(m) 41,000	.165	....	(I) (AP) 26-27)	Morning Ledger Co. S. I. Newhouse, Pub. E. F. Russell, Asso. Pub.	E. F. Russell. Philip Hockstein		Edwin F. Russell. A. E. Warner (bm) R. L. Edwards (cm)	George D. Gaertner	
928,577 (ABC City)	Sunday edition (S) 49,950	.165	....							
	News (e) 128,855	.27	.22	(I) (AP, UP, CP) (†) (3¢w-17¢w, 75¢m, $2) (113)	News Pub. Co. Edw. W. Scudder, Pub.-Pres. Eugene Farrell, Asst. Pub.	Arthur J. Sinnott. Lloyd M. Felmly	John J. Farrell. Hal Sharkey (sp)	Benj. J. Foley (bm). Harry G. Kallop (cm)	Patrick M. Feeney. Jas. P. Sweeney (cl)	
	Star-Eagle (e) 50,597	.24	.17	(I) (AP, UP, INS) (†) (3¢-18¢w, $2) (14)	Newark Star Pub. Co. Paul Block, Pub.-Pres.	I. K. Shuman (me).	Joseph Reilly. M. Robinson (sp)	Henry J. Auth. Gilbert Falk (bm) I. Isenberg (cm)	Martin Weir. Murray Dixon (cl)	F. Connery
	Sunday Call (S) 74,923	.15	....	(I) (AP) (*S) (17-12)	Call Ptg. & Pub. Co. Wm. S. Hunt, Pres.	James P. Logan. John E. Beer	John E. Beer. G. A. Falzer (sp) Max Faelton (Su)	P. H. Baldwin (bm). Louis Reshkin (cm)	P. H. Baldwin	
NEW BRUNSWICK	Home News									
34,555	(e) 14,185	.07	....	(I) (AP) (†) (3¢, 5¢S, $2.20, $3.50 S) (90a)	Home News Pub. Co. E. B. Boyd, Pres.	Elmer B. Boyd	John K. Quad. James Fleming (sp) K. Q. Jennings (Su)	Elmer Boyd and M. Perkins (bm) R. C. DeHart (cm)	Harvey A. Huff	J. Arnold
	Sunday Times (S) 11,564	.07	....							
OCEAN CITY	Sentinel-Ledger									
5,525	(daily)	.05	....	(69)		Ray E. DeVries		Ray Thorpe (bm)	John C. Smith (n)	James Cornwell
ORANGE	Courier									
35,399	(e) 7,851	.06	....	(I) (UP) (mer) (21)	North Jersey Pub. Co. John D. Hogue, Jr., Pres.	John D. Hogue, Jr.		John D. Hogue, Jr. Cyrus Favor (cm)	Louis Lieberman	
PASSAIC	Herald-News									
63,609	(e) 26,728	.11	.064	(I) (AP, UP, INS) (†) (3¢-18¢w, 75¢m, $2) (96)	Passaic Daily News. Dow H. Drukker, Jr., Pub. Jas. H. Walden, Pres.	Wm. M. McBride & Geo. M. Hartt	Allen W. Smith. A. G. McMahon (sp)	Edward H. Roemle. Jere C. Healy (cm)	H. S. Woodman. J. W. Erickson (n) H. Bounocore (cl)	J. C. Sigler
PATERSON	Call									
138,513	(m) 18,572x	.07	.056	(R) (AP, UP) (J) (3¢-20¢w, $2) (44)	Call Ptg. & Pub. Co. Robert Williams, Pres.	F. A. Friedrich	John Sweeney. Wm. Harvey (sp)	Theo. Modemann. Eugene Modemann (cm)	Henry DeYong. Chas. Harreys (n) Daniel Taylor (cl)	G. Schreck
	News (e) 19,832x	.08	.057	(I) (AP, UP, INS) (†) (3¢-20¢w, 87¢m, $2) (137)	News Ptg. Co. Harry B. Haines, Pub.-Pres.	Harry B. Haines	Abe J. Greene. Joe Grotter (sp)	Jules C. Levine. Thos. Dunkerly (cm)	H. M. Schmidt. M. G. Levine (n) B. McNaughton (cl)	D. B. Watson
PERTH AMBOY	News									
43,516	(e) 13,134x	.065	....	(I) (AP) (3¢-18¢w) (78)	Paul V. Murphy	Irving J. Reimers	Elwood Johnson. T. E. Patten (sp)	E. T. Trueman (cm).	Gilbert Hunter	
84,731 (ABC City)										
PLAINFIELD	Courier-News									
34,422	(e) 12,525	.06	....	(I-R) (AP) (3¢-18¢w-$2.10) (92)	Courier-News Co. C. F. Stout, Pub. Frank E. Gannett, Pres.	Norman Nairn	Harold E. Keenan. Gene Hampson (sp)	C. F. Stout. A. Zimmerman (bm) H. W. Blackford (cm)	A. W. Zimmerman. Mrs. Louise Dore (cl)	W. Morrison
60,978 (ABC City)										
TRENTON	State Gazette (m) 13,469	....	....	(I) (UP, AP) (78)	Trenton Times Newspapers A. Crosier Reeves, Pres. Mrs. Jas. Kerney, Pres.	C. H. Levy (me-m). John H. Sines (me-e)		Thomas L. Kerney. John E. Kerney (cm)	Joseph A. Kerney	Don Johnson
123,356	Times (e) 42,636	....	....							
	Combined daily (me) 56,105	.17	....							
	Sunday Times-Advertiser (S) 29,090	.14	....							
UNION CITY	Hudson Dispatch									
58,659	(m) 21,714	.07	.06	(D) (AP) (J) (3¢-18¢w, 78¢m, $2) (none)	Hudson Dispatch Co. William Rubel, Pub.-Pres.	Haddon Ivins. John Mitchell	A. Bruce Cook. Lud Shahbazian (sp)	William Rubel. L. J. Whitford (bm) Thos. Meigan (cm)	Walter Dodwell. John P. Martin (n)	N. Sweetman A. Zecker (j)
157,822 (ABC City)										
VINELAND	Journal									
7,556	(e) 3,415	.025	....	(I) (AP) (2¢-12¢w, 50¢m,-$1.33) (107)	Journal Co.	Edward H. Ladd	Gordon J. Hart	Geo. C. Ladd (bm). David Shinberg (cm)	A. J. Schols	
	Times (e) 3,118	.025	.025	(I) (2¢-12¢w, 50¢m-$1, $1.25) (139)	Times Pub. Co. Max Lauchter	Max Lauchter	William J. Mulligan. Carlos Sardella (sp)	C. P. Leuchter (bm). L. J. Gorsuch (cm)	A. M. Bass. P. VanSteyn (cl)	G. Patterson
WOODBURY	News									
8,172	(e) 6,208	.035	.025	(I) (UP) (J) (1¢-6¢w, 50¢) (71-105)	Gloucester County Pub. Co. James D. Carpenter, Pub.	Edw. H. Carpenter	Ernest L. Watt. Oscar Fraley (sp)	Carl H. Johnson. L. H. Mangum (cm)	Lewis A. Shaw. Carl H. Johnson (n)	
	Times (e) 6,525	.035	....	(I-R) (J) (INS) (1¢w-6¢w, 50¢) (40)	Times Co.	J. Frank Wilson	F. Sherman Yieter.	J. Frank Wilson		James Robertson

NEW MEXICO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBUQUERQUE	Journal									
26,570	(m) 15,540	.07	.075	(I) (AP) (3¢, 7¢S, 15¢w, 65¢m) (149)	Journal Pub. Co. T. M. Pepperday, Pres.	T. M. Pepperday. H. P. Pickerell	C. C. Root. Zenas Cook (sp) H. P. Pickerell (Su)	T. M. Pepperday. R. E. Brewer (bm) D. S. Murdock (cm)	C. L. Eanes. E. W. Patton (n) B. Covit (cl)	E. C. Starrett
31,397 (ABC City)	Sunday edition (S) 16,242	.07	.079							
	Tribune (e) 13,126	.07	.075	(I) (AP, UP, SHA) (3¢-10¢w) (129)	N. M. State Tribune Co. W. G. Chandler, Pres.	E. H. Shaffer. Dan Burrows	Dan Burrows. Geo. Baldwin (sp)	T. M. Pepperday. R. E. Brewer (bm) Drake Murdock (cm)	C. L. Eanes. E. W. Patton (n) B. Covit (cl)	W. H. Reed
	(NOTE—Sold, optional, in combination with Albuquerque Journal, daily only, 10½¢ flat)									
CARLSBAD	Courier-Argus									
3,708	(e) 2,236	.03	.025	(D) (AP) (J) (5¢-10¢w, 45¢m, $3) (138)	Current-Argus Pub. Co. F. B. Rigdon, Pub. H. B. Bingham, Pres.	F. B. Rigdon. Louis Blackburn	Louis Blackburn. Darrell Swayze (sp)	F. B. Rigdon. Mrs. F. B. Rigdon (bm) Neil McKim (cm)	W. B. McCollum	N. McKim
	Sunday edition (S) 2,236	.03	....							
CLOVIS	News-Journal									
8,022	(e) 5,278	.04	....	(I) (AP) (J) (5¢-15¢w, $1.50) (138)	R. C. Hoiles	Jack Hull	Dee Blythe (sp)	Richard Hindley. M. K. Robbins (cm)	B. H. Kirby. E. C. Epperson (cl)	F. Smart E. Manson (j)
10,331 (City Zone)										
GALLUP	Independent									
5,992	(e) 4,344	.05	.03	(I) (UP) (J) (5¢-10¢w, 40¢m) (21-47)	Vincent J. Jaeger	Vincent J. Jaeger	W. M. Harrison	V. J. Jaeger. I. M. Gribbin (cm)	V. J. Jaeger. I. M. Gribbin (cl)	C. M. Carter
LAS CRUCES	News									
5,811	(e) 1,640	.03	.025	(I) (AP) (J) (2¢-10¢w, 40¢m) (74)	David Bronson, Pub.-Pres.	Russell H. Siner	Russell H. Siner	R. H. Siner (bm). R. Wheeler (cm)	Russell H. Siner	R. Williams
LAS VEGAS	Optic									
4,718	(e) 3,890	.03	.03	(I) (AP) (J) (5¢-20¢w, 65¢m, $2.50) (74)	Optic Pub. Co. H. W. Kane, Pres.	H. W. Kane	Walter Vivian. Marcel Mackel (sp)	H. W. Kane. P. B. Dailey (bm) Manuel Maes (cm)	Stewart Hensley	J. P. Franchey
PORTALES	News									
2,519	(e)	.03	....	(74)						
RATON	Range									
6,090	(e) 2,200	.03	.025	(I) (AP) (J) (5¢-10¢w, 50¢m) (138)	Karl E. Kilby	Dale Bullock. Karl E. Kilby	Dale Bullock	Karl E. Kilby. Victor E. Tede (cm)	Karl E. Kilby	C. S. Countryman
ROSWELL	Dispatch									
11,173	(m) 3,104	.03	.025	(D) (AP) (†) (5¢-15¢w, 65¢m-$2.50) (138)	Hill Pub. Co. Geo. H. Hill, Pub.-Pres.	Geo. H. Hill. Chas. Huff	K. Tully. Chas. Huff (sp)	Geo. Hill. T. R. Bowles (cm)	Harry Jaffa. T. R. Bowles (cl)	J. R. Wilhite
	Sunday edition (S) 3,104	.03	.025							
	Record (e) 2,595x	.03	.021	(I) (AP) (5¢-15¢w, 60¢m-$3) (74)	C. E. Mason, Pub. E. J. Kurre, Pres.	C. E. Mason	Ed. Scarritt	E. J. Kurre (bm). P. D. Wilkins Jr.	P. D. Wilkins Jr.	R. Bear
SANTA FE	New Mexican									
11,176	(e) 3,384	.03	.025	(I-R) (AP) (J) (5¢-50¢m) (74)	New Mexican Pub. Corp. Jesus M. Baca, Pres.	E. Dana Johnson		J. C. McConvery. E. T. Mallery, Jr. (cm)	E. J. Sullivan. Edwin Brooks (n) Mrs. R. Overfelt (cl)	S. C. Chatham
SILVER CITY	Press & Independent									
3,519	(e) 2,135	.03	....	(I) (AP) (J) (5¢-10¢w-$2.50) (74)	Clyde Earl Ely, Pub.-Pres.	Don W. Lusk	Don W. Lusk	Ines M. Ely. Clyde E. Ely, Jr. (cm)	Thomas Summers	T. Summers
TUCUMCARI	News									
4,143	(e) 2,800	.025	.025	(I-D) (AP) (†) (J) (2¢-$1) (74)	Paul Dodge	Paul Dodge	Paul Dodge	Paul Dodge. Wm. Crosby (cm)	Neil Norris. Paul Dodge (n)	D. Cover

Here's the newspaper that for the past six years has led all other newspapers in the United States (published week-days only) in advertising volume. Any medium that can chalk up such a record must have a well rounded ability to produce sales—*plenty of them.* The place for your 1936 schedule is right there in those pages if you want to sell the Newark-North Jersey market.

WALL STREET COMPLETE

NO. 16,135

Newark Evening News

NEWARK, N. J., FRIDAY, JANUARY 3, 1936—32 PAGES

WALL STREET COMPLETE

THREE CENTS

New Deal on Defensive As Congress Convenes

Night Session Plan Goes Through

Irks Snell

Roosevelt and Court in Foreground

Issue Basic

They Started Things Off

Paris Asks Is British Aid Ready

Reported Query on Guarding Border Called Absurd

Rome Kills Mutiny

Senator's Bride

Precautions For Bruno's Electrocution

Assignment of Tax Liens Is Called Racket

Madman Armed With Ax Caught

Escaped Overbrook Inmate Terrorizes Orange Apartment House

Ice Caked Body Of Woman Found

Indict Warden in Metelski's Escape

Public Debt Is $28,557,324,062

N. Y. Racket Probe New Panel Drawn

Markets at a Glance

Bay Ice Breaks Up, Menaces Shipping

Refuses to Dismiss Morro Castle Charge

Late News Flashes

Leader Congress Elevator Falls

Two Ships Aground, Third Being Towed

More Gifts Made To Christmas Fund

Threat to Force Short Week Action

2 Montclair Men Reported Missing

Dumpsper Sends Delaware River Flooding Over Wall at Trenton

Special Precautions to Safeguard President on Trip to the Capitol

West Orange Boy, 3, Rescued from Flood

Index

NEWARK, NEW JERSEY

O'MARA & ORMSBEE, Inc., *General Representatives*

New York, Chicago, Detroit, San Francisco, Los Angeles

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Sup. Job Sup.
ALBANY	Knickerbocker Press									
127,412	(m) 38,140	.12	.08	(I-R) (AP, UP) (#S)	Press Co., Inc.	Byron J. Lewis, Asso.	Jerome Walker	Arthur D. Hecox	John J. Connors	E. J. Jagaroski
	Sunday Edition (S) 41,961	.17	.10	(†) (3¢d, 10¢S-18¢w-$2, $8S) (92)	F. E. Gannett, Pres. A. D. Hecox, Pub.	(Actg.) John W. Bowen	Chas. Young (sp) Austin Scannell	J. J. Atherton (bm) Frank W. Ross (cm)	E. M. Mitchell (cl)	
	News (e) 41,342	.13	.09	(I-R) (AP, UP) (†) (3¢-18¢w-$2) (92)	Press Co., Inc. F. E. Gannett, Pres. A. D. Hecox, Pub.	Bryon J. Lewis, Asso. (Actg.) Cameron Hyde, Exec.	R. R. Reeves Chas. Young (sp)	J. W. O'Connor (cm)	.....	.....
	Times-Union (e) 46,873	.13	....	(I-D) (INS, US, AP) (†) (3¢d, 10¢S-18¢w) (65)	Evening Union Co. John R. Hearst, Pres.	Wm. R. Hearst Geo. O. Williams	Marshall G. Taylor R. Walsh (sp) A. J. Bearup (Su)	H. H. Fris, VP M. D. Bohen (cm)	J. J. Schwarz J. A. King (n) E. P. Hayes (cl)	J. M. Moore
	Sunday edition (S) 61,489	.16	....							
AMSTERDAM	Recorder & Democrat									
34,537	(e) 9,047	.05	....	(R) (AP) (J) (3¢-18¢w-$2-$2.25) (none)	Wm. J. Kline & Son, Inc. G. Kline, Pres.	Earl O. Stowitts	Wm. B. Maroney R. S. Chambers (sp)	Gardiner Kline W. B. LeFavour (bm) J. A. Blanchfield (cm)	Wm. H. Kuhn A. W. Savage (n) Milo Dressler (cl)	G. H. Paige E. D. Trull (j)
AUBURN	Citizen-Advertiser									
36,652	(e) 8,022	.055	.036	(I) (AP, UP) (J) (3¢-12¢w-$2) (32)	Auburn Pub. Co. C. D. Osborne, Pres.-Pub.	W. O. Dapping	Victor J. Callanan	W. O. Dapping	A. G. Patrick	F. W. Cook Earl Lakey (j)
BALLSTON SPA	Journal									
4,591	(e) 1,318	.03	.021	(R) (UP) (J) (3¢-50¢m-$1.50) (26)	C. H. Grose & Son.	Arthur Mathers	.....	C. H. Grose, Jr.	C. H. Grose, Jr.	Frank McIntosh C. H. Grose, Jr.
BATAVIA	News									
17,448	(e) 8,693	.04	.04	(I-R) (AP) (2¢) (none)	G. S. Griswold, Pub. A. J. McWain, Pres.	A. J. McWain	Jerry Brown	M. R. Miller	Loretta Ford	Fay Raut
BEACON	News—See Newburgh News									
BINGHAMTON	Press									
76,662 92,131 (City Zone)	(e) 38,103	.12	.10	(I-R) (AP, UP) (†) (3¢-18¢w, 80¢m-$2-$2.20) (18)	Press Co. Willis S. Kilmer, Pres.-Pub.	Tom R. Hutton	G. Pierce Weller Al Lamb (sp)	Ralph E. Bennett A. W. Cockerill (cm).	James J. Burnett Merle C. Ostrom (n) H. S. Theobold (cl)	Walter Kettle
	Sun (m) 24,709	.075	.045	(R) (AP) (3¢-18¢w, 75¢m-$2) (32)	Morning Sun, Inc. Wm. H. Hill, Pres.-Pub.	Walter J. Lyon	Samuel W. Nash Wm. D. Ayres (sp)	H. M. Ayres, Treas. H. E. Carroll (cm)	Chas. S. Walsh Jas. P. Landis (cl)	John F. Freeman
BROOKLYN—This is a Borough of New York City. Brooklyn Newspaper listing is under that heading.										
BUFFALO	Courier-Express									
573,076	(m) 132,673	.25	....	(I) (AP, CT) (#S)	Courier-Express, Inc. W. J. Conners, Jr., Pres.-Pub.	Burrows Matthews Fred McLennan	Edward Lebherts Wm. J. Kelly (sp) W. E. J. Martin (Su)	Wm. S. Bennett E. C. Murphy (bm) Frank J. Clancy (cm)	William E. O'Brien R. C. Harris (n) P. D. Crawford (cl)	Frank Hipple
	Sunday edition (S) 148,356	.30	....	(mer) (†) (2¢d, 10S) (86)						
	News (e) 190,682	.35	....	(R) (AP, UP, US, CDN, NYHT, NANA) (mer) (††) (2¢) (78)	Edward H. Butler	Edward H. Butler A. H. Kirchhofer	Edward P. Hartnett R. C. Stedler (sp)	C. G. Underhill (bm) Geo. Therrien & Geo. Erb (cm)	E. D. Anderson W. V. McGrain (n) J. S. Fowler (cl)	J. Rosenbach
	Times (e) 91,053	.20	....	(I) (UP, AP, SHNA) (#S) (mer) (†) (J) (2¢d, 10¢S) (129-96B)	Buffalo Times, Inc. S. S. Wallace, Jr., Pres.	George H. Lyon M. D. Stettenbenz	P. D. Fahnestock Wm. A. Abbott (sp) Samuel Hippler (Su)	S. S. Wallace, Jr. (bm) J. M. Sweeney (cm)	Paul E. Schramm John A. Bacon (n) E. H. Johnson (cl)	Daniel Sullivan Wm. Hoerbel
	Sunday edition (S) 107,271	.24	....							
	Polish Everybody's Daily (e) 27,106	.15	....	(I) (135)	J. C. Ruszkiewicz	M. Nesterowicz A. E. Ruszkiewicz	.....	F. B. Rogger (bm) J. Olszynski (cm)	.....	S. Zablowski
CANANDAIGUA	Messenger									
7,541	(e) 4,463	.035	....	(I) (AP) (3¢-18¢w) (119)	B. F. Howells & Leon J. McCarthy B. F. Howells, Pres.	Leon J. McCarthy	Don McCarthy (sp)	B. F. Howells (bm) O. M. Fletcher (cm)	B. F. Howells G. L. Crofoot (n) O. L. Fletcher (cl)	H. E. Megahe
CATSKILL	Mail									
5,082	(e) 3,215	.03	.018	(D) (UP) (J) (3¢-50¢m) (32)	M. E. Silberstein	M. E. Silberstein	F. S. Palmer H. E. Rockwell (sp)	M. E. Silberstein W. P. Fisher (cm)	M. E. Silberstein E. N. Boice (cl)	W. J. Galt John Miller (j)
COHOES	American									
23,226	(e) 6,983	.045	.045	(I) (INS, UP) (†) (J) (3¢-$2) (119)	Cohoes American, Inc. F. L. Wiswall, Pres.	Thos. P. Kiely	Wm. R. Higgins John F. Dillon (sp)	A. A. Scully	John P. Menogue E. E. Stringer (n) James F. Lynet (cl)	H. H. Benedict E. Catellier (j)
COOPERSTOWN	Glimmerglass									
2,909	(e)	.021	....	(R) (none)	R. D. Spraker	W. R. Littell	.....	F. C. Carpenter (bm)	.....	C. H. Johnson
	(Published only during July and August)									
CORNING	Leader									
15,777	(e) 8,876	.05	.029	(I) (AP) (†) (3¢-18¢w-$2.50, $1.75) (119)	W. A. Underhill & E. S. Underhill, Jr.	W. A. Underhill L. D. Kimble	Walter Valerius Geo. Bacalles (sp)	W. A. Underhill	J. B. Osborne	L. W. Taylor
CORTLAND	Standard									
15,043	(e) 5,548	.04	....	(R) (AP) (J) (3¢-18¢w, 75¢m-$2) (17)	Standard Ptg. Co., Inc. E. H. Clark, Pres.	Edward H. Clark Fred H. Crook	B. Van Dyck Wm. Dowd (sp)	Edward H. Clark T. Greene (cm)	E. H. Stanley E. H. Clark (n) Helen Dillon (cl)	E. H. Clark
DANSVILLE	Breeze									
4,928	(e) 1,631	.03	....	(R) (J) (3¢) (82)	B. H. & W. C. Knapp	B. H. Knapp	F. J. O'Hara	B. H. Knapp W. C. Knapp (bm)	W. C. Knapp	C. E. Knapp
DUNKIRK	Observer									
17,802	(e) 4,543	.035	.029	(R) (UP) (J) (3¢-15¢w, 60¢m-$1.50) (37)	Dunkirk Ptg. Co. H. K. Williams, Sr., Pres.	G. B. Williams H. K. Williams, Sr.	H. G. Schwartz McLeod Williams(sp)	H. K. Williams, Jr. A. J. Fulston (cm)	T. D. Woods	W. W. Smith
ELMHURST—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
ELMIRA	Advertiser									
47,397	(m) 5,751	....	....	(I) (AP) (†) (3¢) (92)	Star-Gazette, Inc. F. E. Gannett, Pres. Frank E. Tripp, Pres.	Frank E. Gannett Roy D. Waid (m) Geo. S. Crandall (e)	Roy D. Waid (m) G. O. Sherwood(sp-m) J. P. Hanrahan (e) E. L. VanDyke (sp-e)	John T. Calkins James N. Peck (cm)	Geo. G. Sonsine Julian L. Penney (n) Kenneth Law (cl)	F. J. Genger .....
	Star-Gazette (e) 24,715	....	....	(I) (AP) (†) (3¢d, 10¢S) (92)						
	Combined daily (me) 30,496	.11	....							
	Sunday Telegram (S) 16,894	.08	....							
FLUSHING—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
FREEPORT-LYNBROOK	Nassau Review									
106,548 (City Zone)	(e) 17,114x	....	....	(I-R) (AP) (†) (J) (3¢-18¢w, 75¢m-$2) (none)	Daily Review Corp. J. E. Stiles, Pres.-Pub.	James E. Stiles John M. Greene	John M. Greene Robt. H. Stirratt (sp)	James E. Stiles Theodore Edson (cm)	Wm. C. Fowley Harry S. Smith (cl)	Geo. P. Meyer Lester E. Meyer
	Nassau Star (e) 4,687x	....	....	(I-R) (AP) (†) (J) (3¢-18¢w, 75¢m-$2) (none)	Daily Star Corp. J. E. Stiles, Pres.-Pub.	Arthur L. Hodges	Arthur Eggelston Edward Binneweg(sp)	James E. Stiles Harry F. Smith (cm)	Wm. C. Fowley Harry S. Smith(cl)	Geo. P. Meyer Lester E. Meyer
	Combined daily (e) 21,801	.13	....							
GENEVA	Times									
16,053	(e) 5,496	.04	....	(I-R) (AP) (104-77).	G. B. Williams, Pub. W. A. Gracey, Pres.	W. A. Gracey	E. T. Emmons Laverne English (sp)	G. B. Williams J. A. Christensen(cm)	C. G. Abbey G. B. Williams (n)	.....
GLENS FALLS	Post-Star									
18,531 21,220 (ABC City)	(m) 8,729	....	....	(I-D) (AP) (†) (J) (3¢-18¢w, 75¢m-$2) (78)	Glens Falls Post. Co. J. Edward Singleton, Pres.	Ralph Knight (m) Claude Fox (e)	Edward Sherman (m) Don Cunnion (sp-m) Harry Wallace (sp-e).	A. P. Irving R. A. Newton (bm) Hiram Strong (cm)	Harris Lindsay R. A. Newton (n) Edgar M. Frink (cl)	A. Hamel L. Calkins (j)
	Times (e) 6,678	....	....	(I-R) (AP) (†) (J) (3¢-18¢w, 75¢m-$2) (78)						
	Combined daily (me) 15,407	.07	.06							
GLOVERSVILLE & JOHNSTOWN	Herald (m) 4,728	....	....	(R) (AP) (3¢m, 3¢e) (none)	William B. Collins Co. Julia Collins Ormiston, Pres.	.....	.....	Frank L. Rogers Ed. H. Mills (bm) Wm. Minnock (cm)	J. R. Paul	C. J. Wilson
33,900	Leader-Republican (e) 8,719	....	....							
	Combined daily (me) 13,447	.07	....							
HEMPSTEAD	Nassau News									
106,548 (City Zone)	(e) 4,200	.06	....	(IR) (2¢-12¢w-$1) (106)	Francis Sparacino	Francis Sgaracino Karl V. Anton (m)	Edmund Lee Jack Mottiff (sp)	Philip Sparacino Herbert W. Klink (bm) Robt. Lockwood (cm)	Herbert W. Klink	Karl V. Anton

(*Continued on page* 68)

'But the Greatest of these Is'—

CHARITY, not in its limited sense but rather in its broad application to human needs, is the inspiration of the Frank E. Gannett Newspaper Foundation. Not newspapers for profit to ownership, but for profit to the communities in which they are published. Not newspapers produced with a minimum of expense and dollar income, but rather newspapers that reflect an extravagant hand, yet designed to be commercially successful, but with whatever remaining profits ploughed back into the ground from which they sprung.

Successful newspapers, yes— with all that freedom of action and thought that only such success can give. Newspapers that honestly belong to the people who read them; fearless newspapers, attractive to men and women actuated by a sincere devotion to humanity. Honest in their presentation and interpretation of all subjects, unbiased and unprejudiced, serving no selfish interest but rather a rekindling of the true conception of American journalism.

This is the spirit and the letter of the Frank E. Gannett Newspaper Foundation. It brings to newspaper making a new era, a re-declaration of the traditions of a free press. It charges every employee within the Gannett newspaper family with a definite obligation reaching far beyond the necessity for material advancement. It represents an opportunity for accomplishment and that untold degree of happiness which comes only when a thing is well done.

The GANNETT NEWSPAPERS

The Rochester Times-Union : The Rochester Democrat & Chronicle : The Hartford, Conn., Times The Elmira Star-Gazette :: The Elmira Advertiser :: The Elmira Telegram :: The Utica Observer-Dispatch :: The Utica Daily Press :: The Ithaca Journal :: The Newburgh News The Beacon News :: The Albany Knickerbocker Press :: The Albany Evening News The Ogdensburg Journal :: The Plainfield, N. J., Courier-News :: The Olean Times-Herald :: The Malone Telegram :: The Danville, Ill., Commercial News :: The Saratoga Springs Saratogian

Represented by J. P. McKINNEY & SON—New York—Chicago—San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
HERKIMER 10,446	Telegram (e) 5,028	.035	....	(I) (UP) (J) (2¢-10¢w, 40¢m) (96)	Telegram Pub. Co. W. P. Small, Pres.-Pub.	W. P. Small	L. E. Burdick	W. P. Small W. T. Manion (bm) Leon Brandes (cm)	Robert T. Daily W. T. Manion (n)	Thomas Parlon R. Schindler (j)
HORNELL 16,250	Tribune (e) 7,491	.045	.035	(I) (AP) (J) (3¢-15¢w, 60¢m-$1.50-$1.80) (96)	W. H. Greenhow, Co Olive G. Buisch, Pres.	S. Mabel Wombough	Hubert D. Bliss Ward H. Fleming (sp)	Olive G. Buisch Raymond J. Crane (cm)	Mary M. Emo LeRoy Stryker (cl)	A. H. Howard Raymond O. Wi[illegible]son (j)
HUDSON 12,337	Register (e) 3,173x	.03	....	(D) (AP) (J) (3¢) (119)	Record P. & P. Co.	F. J. Cook R. D. Kennedy		W. S. Decker (bm) L. C. Dearborn (cm)		
	Star (m) 3,389x	.03	.025	(R) (UP) (J) (3¢-15¢w, 65¢m-$1.75) (32)	Republican Corp. E. C. Van Loan, Pres.-Pub.	Henry M. James Frank L. Kent	Roland B. Miller	Emory C. Van Loan (bm)	Geo. C. Marcley	E. R. Aldbeck (j)
ITHACA 20,708	Journal (e) 8,495	.05	.025	(I) (AP) (†) (3¢-18¢w-$2) (92)	Journal-News, Inc. Frank E. Gannett, Pres. H. G. Stutz, Pub.	Harry G. Stutz	Wm. J. Waters (news)	Harry G. Stutz G. G. Tucker (cm)	L. S. Pickering	M. J. Watkins

JAMAICA—This is in Queens Borough, a part of New York City. See latter for newspaper listing.

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
JAMESTOWN 45,155	Journal (e) 10,303	.035	.03	(I-R) (AP) (3¢-15¢w-$2) (96)	Journal Ptg. Co. F. P. Hall, Pres.	F. P. Hall John A. Hall	E. B. Briggs Geo. F. Dodds (sp)	Henri M. Hall Edw. D. Eckman (cm)	Levant M. Hall H. M. Hall (n) J. S. Metcalfe (cl)	
	Post (m) 13,066	.04	.03	(R) (AP) (†) (3¢-15¢w-$2) (119)	Post Pub. Co., Inc. Ralph C. Sheldon, Pres.	J. Harold Swanson	Geo. E. Williamson Waite Forsyth (sp)	Robert K. Beach J. Robert Nelson (bm) Garwood Gilbert(cm)	O. W. Bunting J. R. Nelson (n) L. E. Fox (cl)	
KINGSTON 28,088	Freeman (e) 9,180	.05	.025	(R) (AP) (J) (4¢-18¢w-$1.75) (32)	Freeman Pub. Co. Jay E. Klock, Pres.	Jay E. Klock Robt. K. Hancock	Louis R. Netter	Harry D. Frey (bm) Eugene Cornwell (cm)	Harry D. Frey (n)	Peter J. Spota (j)
	Leader (m) 4,421	.035	....	(D) (UP) (J) (4¢-18¢w-$3) (40)	Leader Co. M. L. Comerford, Pres.	Nathan Markson Ira V. D. Warren	Nathan Markson Chas. Douglas (sp)	Ira V. D. Warren G. Bruck (cm)	Floyd Edinger Ira V. D. Warren (n) Chas. Douglas (cl)	Geo. Zelie Kenneth Hyatt (j)
LITTLE FALLS 11,105	Times (e) 4,929	.03	.025	(I) (AP) (J) (3¢-15¢w, 60¢m-$1.50) (37)	Crowley Pub. Corp. John Crowley, Pres.	John Crowley	John B. Maguire, Jr.	John Crowley K. F. Crowley (bm) J. S. Hughes (cm)	J. S. Hughes	C. D. Crowley J. B. McGuire (j)
LOCKPORT 23,160	Union-Sun & Journal (e) 7,849	.04	....	(I) (AP) (2¢) (71).	Union-Sun & Journal, Inc. E. D. Corson, Pres.-Pub.	E. D. Corson T. E. Brundage		S. E. Wendel (bm)	S. E. Wendel (n)	A. J. Clark

LONG ISLAND CITY—This is in Queens Borough, a part of New York City. See latter for newspaper listing.

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
MALONE 8,657	Telegram (e) 4,583	.045	.036	(R) (AP) (50¢m-$1.50) (92)	Malone Telegram, Inc. F. E. Gannett, Pres.	Douglas N. Callander	D. N. Callander S. B. Ferris (sp)	Leon L. Turner	Leon L. Turner	Leon L. Turner
MAMARONECK 11,766	Times (e) 3,379	.035	....	(I-R) (AP, UP, WCN) (†) (2¢-12¢w, 50¢m) (78)	Mamaroneck-Larchmont Pub. Co., Inc. G.P.Forbes, Pres.-Pub. J. Noel Macy, V.-P.	W. A. Miley	Lewis Bleiweis (sp)	Geo. P. Forbes W. L. Fanning (b) C. Glen Winger(cir.dir.) S. Ford (cm)	Stanley G. Lehigh A. H. Francis (n)	J. H. Proctor
MEDINA 6,011	Journal-Register (e) 4,888	.03	.03	(I-R) (J) (2¢-10¢w-$1.25) (41)	Journal Pub. Co. Alonzo L. Waters, Pres.-Pub.	W. J. Hinchey	Gordon Howe (sp)	Alonzo L. Waters(bm) Virginia Rich (cm)	Roland Fisher	Edward Biddle
MIDDLETOWN 21,276	Times-Herald (e) 8,243	.05	.05	(I) (UP) (J) (3¢-18¢w, 75¢m-$1.75) (119)	Orange County Independent Corp. E. R. Harriman, Pres. Chas. E. Koons, Pub.	Geo. L. Seese	Wm. J. Embler C. B. Seagers (sp)	Chas. E. Koons John J. Decent (bm)	John J. Decent	John J. Decent
MOUNT VERNON 61,499	Argus (e) 11,082	.06	....	(I) (AP, UP, WCN) (3¢-18¢w, 75¢m) (78)	Westchester Newspapers, Inc. J. Noel Macy, Pres.-Pub.	R. Roth	Jack Wartis	Arthur C. Saunders W. L. Fannning (bm) C. Glen Winger (Cir.Dir) S. Lovas (cm)	W. Williamson A. H. Francis (n)	S. Vanorden
NEWBURGH 31,275 43,208 (City Zone)	News (e) 11,880	....	....	(I) (UP) (J) (3¢) (92)	F. H. Keefe	F. E. Gannett C. D. Myers	John Aspinwall W. S. Meginn (sp)	F. H. Keefe Harry Cohen (bm) Prestley McLaughlin (cm)	Harry Cohen Irving Knox (cl)	John McIntosh J. P. McCaughan (j)
	Beacon News (e) 3,082	.03	.025	(I) (UP) (†) (J) (3¢-15¢w, 65¢m-$1.50) (92)	Beacon-News Co., Inc. F. E. Gannett, Pres. F. H. Keefe, Pub.	Roy A. Gilland Seymour S. Cohen	John Lynch			
	Combined daily (me) 14,882	.09	....							
NEW ROCHELLE 54,000	Standard-Star (e) 9,909	.05	....	(I-R) (AP, UP, WC, N) (†) (3¢-18¢w, 75¢m) (78)	Westchester Newspapers, Inc. J. Noel Macy, Pres.-Pub.	E. Miller	T. Hoctor (sp)	Chas. H. Griffen W. L. Fanning (bm) C. Glen Winger (Cir.Dir.) H. Paulson (cm)	Guy Capacet A. H. Francis (n)	E. A. Brophy

NEW YORK CITY
6,930,406
7,512,509 (ABC City)

BRONX BOROUGH, 1,265,258 (1,800,000, City Zone)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
	Home News (e) 106,148	.30	.17	(I) (UP) (J) (2¢d, 5¢S, 12¢w-$1.25, $3) (none)	Bronx Home News Pub. Co., Inc. J. P. Fitzmaurice, Pres. James O'Flaherty, Pub.	Harry Goodwin	Harry Parsons Henry Singer (sp) Wm.Germain (Su)	J. P. Fitzmaurice (bm)	S. Sanford Model F. A. Dreiss (cl)	J. P. Fitzmaurice J. A. Campbell (j)
	Sunday edition (S) 107,037	.30	.17							

BROOKLYN BOROUGH, 2,560,401 (3,639,530, City Zone)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
	Citizen (e) 26,843	.15	.15	(D) (UP) (2¢) (82)	David J. McLean	Solon Barbanell James J. Dempsey	Arthur J. Busch Wm. J. Granger (sp)	Edward F. Seixas(bm) Michael C. Liana (cm)	William Horner Miss J. Hawthorne (cl)	C. J. Marquat
	Eagle (e) 88,061	.27	.15	(I-D) (AP) (†) (J) (3¢d, 5¢S) (38-31)	M.PrestonGoodfellow	Cleveland Rodgers M. H. Weyrauch	Howard Swain James J. Murphy (sp) Edward Cushing (Su)	W. F. Crowell (bm) Kyle Fleming (cm)	Frank Reis (n) Irving Panoff (cl)	J. D. Garvey
	Sunday edition (S) 53,834	.27	.15							
	Times-Union (e) 91,450	.28	....	(I-R) (UP) (3¢d,5¢S) (44)	Brooklyn Daily Fremont C. Peck, Sec.-Tr.	Joseph J. Early	I. George Quint Leonard Wooster (sp)	John N. Harman,V.P. Geo. R. Rothwell (bm) Edward S Dobson (cm)	Frank Byrne	
	Sunday edition (S) 75,205	.28	....							

MANHATTAN BOROUGH, 1,867,312

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
	American (m) 319,574	.69	....	(I) (AP, INS, US) (2¢d, 10¢S) ($1.40) (14)	American Newspapers, Inc. Wm. R. Hearst, Pres. E. D. Coblents, Pub.	E. D. Coblents Jerome K. Karpf	Wm. H. Ryan Ed Frayne (sp) T. V. Ranck (Su)	Malcolm S. Lunn (gm) J. A. Grant (bm) Malcolm S. Lunn (cm)	W. A. Young, Asst. Pub. A. G. Darmstader, Ad.Dir. J. A. Finneran (cl) W. E. Kernahan (cl-display)	
	Sunday edition (S) 1,021,329	1.50	....							
	American Banker (m) 4,779	.10	....	(I) (J) (5¢-$3) (none)	American Banker, Inc. Chas. Otis, Pres.	C. B. Axford A. Bailly-Blanchard		Upton E. Liptrott E. R. Liptrott (cm)	U. E. Liptrott W. C. Bruchlos (legal)	Geo. Lee
	Bond Buyer (m)	.25	....	(none)	Chas Otis, Pres.	Sanders Shanks		Chas. Otis (bm) G. W. Carey (cm)	W. T. Hall, Jr. (n)	Geo. Lee
	Herald Tribune (m) 317,452	.627	.27	(I-R) (AP, UP, NY-HT, SN) (*S) (2¢d, 10¢S) 114-142-47)	New York Tribune, Inc. Ogden Reid, Pres.	Ogden Reid Grafton S. Wilcox	Chas. R. McLendon George Daley (sp)	Howard Davis (bm) K. R. Winslow (cm)	Porter Caruthers (local) Daniel E. Provost (n) L. L. Heaton (cl)	A. H. Burns
	Sunday edition (S) 452,824	.609	.32							

(*Continued on page 70*)

Two Years ago a Dark Horse .... Today a *Favorite*

NEW YORK, always known for *good sportsmanship*, is just as quick to recognize a winner in business as in the ring, or on the field or track. Sportsmanlike New Yorkers always give every contender a chance to make the grade, and when you give New Yorkers a run for their money . . .

Two years ago the NEW YORK POST,* starting under its progressive new ownership, was a dark horse in the New York newspaper field—an unknown entry in a race with sure and fast-selling media.

For two years shrewd advertising buyers of Manhattan clocked The Post, watched its pace, studied its performance, checked on speed and stamina.

. . . and The POST delivered! The POST made good! Two years ago a dark horse. *TODAY, The POST rates among the favorites.*

Nothing succeeds like success. Today, a favorite and an acknowledged winner, the NEW YORK POST speeds forward with a steadily increasing audience, and an advertising gain of 1,362,359 lines for 1935, as reported by Media Records.

POST 1935 advertising gains include substantial increases in national and local linage, particularly in Department Stores, Food and Furniture, Amusements, Boots and Shoes, Alcoholic Beverages, Men's and Women's Clothing Stores; Liquor Stores, Radio, Sporting Goods and Transportation.

Today The POST is among the surest and most economical selling media in the entire field, clearly entitled to its place among the favorites, definitely entitled to your advertising, and able to prove its capacity to increase your sales.

Get the facts!

New York Post

GEO. A. McDEVITT COMPANY: National Advertising Representatives
*Founded in 1801, The Post Is New York's Oldest and *Newest* Newspaper.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEW YORK CITY (Cont'd)										
	Investment News (m) 6,583	.40	.40	(I) (10¢,-$7) (none)	Financial Guide Pub. Corp. Haydock Miller, Pres.	Clarence A. Hebb... Robt. Haslett	Fred Warner.....	Geo. J. Norton (bm)..	Ray Schooley.....	.....
	Journal (e) 630,941	1.25	....	(I) (INS, US) (†) (3¢) (65)	N. Y. Journal, Inc... Wm.R.Hearst,Pres. Lee E. Olwell Pub.	Wm. A. Curley.....	Amster Spiro..... W. S. Farnsworth(sp)	J. A. Grant (bm).... M. S. Lunn (cm)	Geo. J. Auer, Adv.Dir.	.....
	Journal of Commerce (m) 19,297	.28	....	(I) (UP) (5¢) (none)	Joseph E. Ridder, Pres. A. R. Sharton, Pub.	Jules I. Bogen.....	Arthur Krahmer....	Alex. R. Sharton.... K. F. Kirchhofer (cm)	Fred C. McAllister... Louis A. Musto (cl)	A. M. Watson
	Mirror (m) 554,939	.80	....	(I) (INS, US, UP) (*S) (2¢d, 5¢S) (28A-137A)	Daily Mirror, Inc.... Chas. B. McCabe, Pub.	Walter Howey..... Hinson Stiles	George Clarke..... Dan Parker (sp) Geo. Macdonald (Su)	R. H. Johnson, Asst. Pub. J. F. Cullen (bm) P. A. Bloom (cm)	Walter Rompel..... James Beatty (n) Ted Friend (cl)	.....
	Sunday edition (S) 1,188,349	1.00	....							
	Morning Telegraph (m)	.26	....	(I) (UP) (20¢) (none)	L. Stanley Kohn....	.....	.....	Bernard Fromberg (cm)	A. H. Jackson.....	.....
	Sunday edition (S)	.26	....							
	News (m) 1,502,764	1.52	.80	(I) (AP, UP, CT) (*S) (†) (J) (2¢d, 5¢S) (102-50-96B)	News Syndicate Co., Inc. J. M. Patterson, Pres.	Harvey Deuell.....	.....	R. C. Hollins..... J. W. Barnhart (bm) Max Annenberg, Cir.Dir.	R. T. Wilken..... H. B. Sherwood (n)	A. C. Smith Norbert Berger (i)
	Sunday edition (S) 2,523,615	1.67	.80							
	Post (e) 121,083	.30	.30	(I) (AP HN) (J) (3¢-$2.35) (90)	New York Post, Inc.. J. David Stern, Pres.-Pub.	Harry T. Saylor..... Harry B. Nason	Walter Lister..... Hugh Bradley (sp)	Jacob Omansky (bm) W. W. Garver, Asst. BM. James Getleson (cm)	D. Minard Shaw (local) C. S. Bokelund (n)	C. H. Albrecht (i)
	Sun (e) 293,633	.57	.30	(I) (AP, UP, SN) (3¢-$2.35)	Sun P. & P. Assn.... Wm. T. Dewart, Pres.-Pub.	Frank M. O'Brien... Keats Speed	Edmond Bartnett.... Wilbur Wood (sp)	E. S. Friendly (bm).. Jas. E. Hasenack (cm)	Herbert B. Fairchild. Edwin A. Sutphin (n) Harold L. Goldman(cl)	John E. Martin
	Times (m) 450,478	.792	....	(I-D) (AP, SN, NANA) (*S) (2¢d, 10¢S) (150-55A)	New York Times Co. Arthur H. Sulzberger, Pres. Julius O. Adler, V.-P.	Rollo Ogden..... Edwin L. James	David H. Joseph..... Bernard Thomson(sp) Lester Markel (Su)	Julius Ochs Adler.... Wm. B. Schleigh (act. cm)	Don Bridge, adv.dir.. J. R. Cominsky (n) C. M. Carroll (cl)	Charles F. Hart
	Sunday edition (S) 661,766	1.056	....							
	Wall Street Journal (m) 25,652	.38	.18	(I) (UP) (7¢-$4) (none)	Dow Jones & Co., Inc. K. C. Hogate, Pres.	Wm. H. Grimes (me)	Edw. Costenbader...	K. C. Hogate ..... Wm. T. Devlin (bm) E. M. Stein (cm)	Eli Day..... E. Regel (n) K. Browne (cl)	D. O'Connell
	World-Telegram (e)exSat 394,956	.70	.35	(I) (UP, AP, SN) (†) (3¢-$2.35) (129)	N. Y. World-Telegram Corp. R. W. Howard, Pres. R. A. Huber, Pub.	Roy W. Howard..... Lee B. Wood, Exec. Ed.	B. O. McAnney..... Joseph Val (sp)	N. S. Macneish, asst. Pub. T. J. Dowling, Cir. Dir. A. B. McLean (cm)	H. J. Fletcher, adv.dir. Vernon Brooks (n) Vaughn Weidel (cl)	J. Maher (Comp.) W. J. Robinson (Press) L. H. Conley (Stereo.) Jos. Cooke (Engr.)
	Saturday edition (Sat.) 319,738	.70	.35							

QUEENS BOROUGH, 1,079,129

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ELMHURST.....	Newtown Register (e) 5,264	.05	....	(I) (1¢) (134).....	L. Warren Ingalls....	L. Warren Ingalls....	.....	A. H. Ingalls (bm)... Nicholas Clute (cm)	.....	A. C. Patmore
FLUSHING..... 77,000	North Shore Journal (e) 7,653	.06	.045	(I) (UP) (3¢-18¢w-$2.10) (37)	Journal Pub. Co., Inc. T.H.Forbes, Pres.-Pub.	Haynes Trebor.....	Robt. B. Patterson... Robt. Mann (sp)	Harold G. Lee (cm)..	Geo. Mosley.....	.....
JAMAICA..... 554,966 (City Zone)	Long Island Press (e) 64,297	.17	....	(I) (UP, INS) (2¢d, 5¢S, 17¢w-$1.40) (none)	W. F. Hofmann.....	Philip Hochstein..... E. L. Sterne E. Gottlieb (news)	Jack Sutphin..... Wm. Falvey (sp) Guy Richards (Su)	Wm. F. Hofmann.... Wm. Bennett (cm)	John F. Cole..... John A. Plumb (n) Theo. Newhouse (cl)	Walter Hofmann
	Sunday edition (S) 49,309	.17	....							
	Queens Evening News (e) 15,121	.10	....	(I-R) (UP) (2¢-12¢w, 50¢m-$1.25, 60¢) (40)	Queens Evg. News Pub. Co. E.E.Early, Pres.-Pub.	Eugene E. Early..... Gerald Doyle	Martin Hunter..... Frank C. Eck (sp)	Wm. T. Tooker..... Jos. Fasio (bm) Edward Oldwater (cm)	Wm. T. Tooker..... F. L. Ellis (cl)	W. T. Millhagen
LONG ISLAND CITY 590,229 (City Zone)	Star (e) 25,376	.10	....	(I-D) (UP) (3¢-18¢w-70¢m) (119)	L. I. Star Pub. Co... Elis. Hanavan, Pres. L. L. Smith, Pub.	LeRoy L. Smith..... Geo. M. White	Ernest Kremer..... Frank Ferguson (sp)	Frank J. Kappler(bm) Chas. M. Schofield (cm)	James J. Thornton... F. S. Towle, Jr. (cl)	.....
RIDGEWOOD..... 158,888 (City Zone)	Long Island Advocate (e) 11,394	.06	.05	(D) (INS) (†) (J) (2¢-12¢w-$1) (134)	L. I. Daily Advocate, Inc. Wm. E. Weiler, Pres.	Louis E. Reichhold..	Chas. W. Koenig.... Vic Stanley (sp)	Henry Hardenfelder (bm) Albert Horeis (cm)	Henry Horeis..... Carl Leimbach (cl)	Wm. E. Weiler Chas. Meyer (i)

RICHMOND BOROUGH, 158,346

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
STATEN ISLAND. 158,346	Advance (e) 25,565x	.08	....	(I) (UP, INS) (3¢-18¢w, 72¢m-$2.35) (none)	Advance Co., Inc.... S. I. Newhouse, Pres.	Norman N. Newhouse	Dan Harper..... Hal J. Squier (sp)	John M. Kearns(cm).	Frank J. Rock..... Geo. Baugher (cl)	Frank Parker
NIAGARA FALLS. 75,460	Gazette (e) 23,203	.08	.08	(I-R) (AP) (J) (2¢-12¢w, 50¢m-$1.25) (78)	Gazette Pub. Co..... A. C. Deuel, Pres.-Pub.	N. Franklin Maddever	Lee Gooding..... M. J. Quinlan (sp)	Alanson C. Deuel.... C. C. Frost (cm)	Robert T. Harrold... A. A. Stambusky (cl)	W. L. Kester L. C. Chandler (i)
NORTH TONAWANDA & TONAWANDA 31,700	News (e) 4,839	.03	.03	(I-R) (UP) (†) (2¢-12¢w, 50¢m-$1.25) (36)	Tonawanda Pub. Corp. H. W. Brush, Pres.	Chas. E. Hewitt (me)	E. T. Hitchcock..... J. H. Tillitson (sp)	C. E. Hewitt..... H. W. Wagg (cm)	C. E. Cutting..... H. W. Wagg (cl)	C. A. Martin
NORWICH..... 8,377	Sun (e) 2,947	.03	.021	(I-R) (AP) (J) (3¢-18¢w-$2) (17)	Norwich Pub. Co., Inc. E. H. Clark, Pres.	P. L. Clark.....	W. E. Bellinger..... F. P. Browne (sp)	Edward H. Clark.... B. McInerny (cm)	C. H. Page..... Lyell Montgomery (n) E. B. Wilcox (cl)	J. A. Haynes
NYACK..... 5,398 8,346 (City Zone)	Journal-News (e) 5,543	.05	.023	(I) (INS) (3¢-18¢w, 75¢m-$2) (40)	Rockland County Corp. C.J.Hardy, Jr., Pres.-Pub.	Walter E. Williams..	Norman Baker (sp)..	Frederick R. Miller (bm) Martin Magai (cm)	Charles Daugherty... Raymond Reilley (cl)	.....
OGDENSBURG... 16,915	Advance-News (m) 4,057	.04	....	(D) (INS) (†) (J) (3¢-10¢w-$2) (106)	Advance Co..... J. R. Brandy, Jr., Pres.-Pub.	Henry Belgard..... R. Roger Orr	Henry Belgard.....	J. R. Brandy, Jr..... Wm. Daniels (cm)	John Doyle.....	Ralph Mitchell
	Sunday edition (S) 4,276	.05	....							
	Journal (e) 5,265	.05	.04	(I-R) (AP) (J) (3¢-18¢w-$2-$2.25) (92)	Ogdensburg Pub. Co. F. E. Gannett, Pres. F. R. Little, Pub.	Franklin R. Little.... C. S. Cantwell	Chas. S. Cantwell.... Mason Taylor (sp)	Franklin R. Little.... H. B. Lancaster (bm) James Pearson (cm)	Margaret D. Peckham F. R. Little (n)	Wm. E. Gallagher E. G. Brown (i)
OLEAN..... 21,790	Times-Herald (e) 10,152	.06	.035	(I-R) (UP) (†) (J) (3¢-15¢w-$1.85) (37)	Times-Herald Corp.. M. G. Fitzpatrick, Pub.	H. R. Helsby.....	John Morton..... Kenneth McKean (sp)	E. B. Fitzpatrick(bm) George Hill (cm)	H. A. McCaul..... John Crowley (n) Wm. Hunsicker (cl)	N. G. Steltz Michael Zoghlin
ONEIDA..... 10,558	Dispatch (e) 2,760	.03	.02	(R) (UP) (J) (2¢-10¢w, 40¢m-$1-$1.08) (96)	Dispatch Corp..... Winthrop S. Tuttle, Pres.-Pub.	Elbridge C. Smith...	Harold D. Nims (sp).	Elbridge C. Smith... Walter E. Pardoe (cm)	J. K. Sheehy.....	B. I. Frede J. C. Gleason (i)
ONEONTA..... 12,536	Star (m) 8,776	.045	.025	(I) (AP) (J) (3¢-15¢w, 50¢m-$1.50)	Otsego Pub. Co..... H. W. Lee, Pres.	H. W. Lee..... F. A. Lee	A. M. Learned..... J. G. Gunthrup (sp)	F.M.H.Jackson(bm). F. M. Hippey (cm)	F. M. Hill..... B. O. Mason (cl)	J. L. Leal
OSSINING..... 15,241	Citizen-Register (e) 3,645	.03	....	(I-R) (AP, UP, WCN) (†) (3¢-18¢w, 75¢m) (78)	Citizen-Sentinel Pub. Co., Inc. J. Noel Macy, Pres.-Pub.	Joseph L. Noar.....	J. Hall (sp).....	W. L. Fanning (bm).. C. Glen Winger (cm)	Paul A. Lucas..... A. H. Francis (n)	J. Doolittle
OSWEGO..... 22,652	Palladium-Times (e) 10,291	.05	....	(I) (AP) (†) (J) (3¢-18¢w, 78¢m, $2.10) (41)	Palladium-Times, Inc. C. Morrison, Pres. E. M. Waterbury, Pub.	John M. Gill.....	Clark Morrison..... Russell Gill (sp)	E. M. Waterbury (bm) J. E. Steinberg (cm)	Walter Rae..... E. B. Dalgaard (n) Spencer Rulison (cl)	E. J. Shea Geo. C. Miller (i)

(*Continued on page 72*)

17 YEARS

The Advertising Leader

It is significant for all advertisers to note that in 1935, for the seventeenth consecutive year, The New York Times published a greater volume of advertising than any other New York newspaper. This leadership comes as a material tribute from advertisers themselves. It is prompted by their long and repeated experience of the productivity of The Times in the rich New York market and over the nation.

This productivity is easy to explain. The Times is the preferred newspaper of intelligent, discriminating readers, leading citizens who make better customers. This is true not only in New York, but far and wide throughout the country. Local advertisers using The Times get results not only in the tremendous New York market, but results of a national character that provide them with extra dividends.

To advertisers seeking more business and bigger profits in 1936, to those who seek to make their advertising more productive and more profitable, The New York Times offers an unparalleled audience and an unequalled opportunity. Detailed information on specific advertising problems is available from the Advertising Department.

The New York Times

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Continued)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Nat. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PEEKSKILL	Star										
17,125	(e)	**4,757**	.035	....	(I) (AP, UP, WCN) (†) (2¢) (78)	Star Corp. D. I. Ikeler, Pres.	E. J. Albertson	M. F. Fenaughty	Donald F. Ikeler	Geo. Levinton A. H. Francis (n)	R. Ogden
	Union (e)	3,253	.04*	....	(R) (J) (2¢) (82)	C. M. Gardner, Sr.	C. M. Gardner, Sr. C. M. Gardner, Jr.			Harry B. Forshay	Richard Dennis C. M. Gardner, Jr. (j)
	*Rates includes advertising in Cortland Courier and Yorktown Herald, weeklies.										
PLATTSBURG	Press										
13,349	(m)	**3,461**	.03	.025	(R) (AP) (3¢-15¢w, 45¢m, $1.50) (143)	Sentinel Pub. Co. M. M. Dunphy, Pres.-Pub.	Thos. H. Weldon	Geo. Caffrey H. Weldon (sp)	Wm. M. Lynch Leo Provost (cm)	Wm. M. Lynch	Phil McLeod
	Republican (m)	6,105	.04	....	(D) (UP) (3¢) (26)	Republican Pub. Co. J. Davern, Pres.	Stephen Harnett	Walter Hickey (sp)	Thos. M. Farrell	T. M. Farrell	Eddie Buska
PORT CHESTER	Item										
22,662	(e)	**6,582**	.045	....	(I) (AP, UP, WCN) (†) (3¢-18¢w, 75¢m) (78)	Daily Item, Inc. J. N. Macy, Pres.	E. J. Hughes H. R. Campbell	Laurance Angel G. F. Murphy (sp)	E. J. Hughes W. L. Fanning (bm) C. G. Winger, Cir. Dir. Paul A. Wendt (cm)	B. P. Sprague A. H. Francis (n) M. A. Lovatt (cl)	D. H. McCracken
PORT JERVIS	Union-Gazette										
10,243	(e)	**2,741**	.03	.025	(I) (AP) (J) (3¢-15¢w, 60¢m, $1.50) (32)	Tri-States Pub. Co., Inc. F. D. Salmon, Pres.	Fred D. Salmon D. N. Raynor	Albert Stage W. N. Moulton (sp)	Fred D. Salmon W. R. Happ (cm)	W. R. Happ	F. W. Schlund Jos. Bross (j)
POUGHKEEPSIE	Eagle-News										
40,288	(m)	4,674	....	....	(R) (AP) (3¢-15¢w, $2) (32)	Platt & Platt, Inc. Mrs. A. A. Parks, Pres.	Wm. E. Seely Richard E. Coon, Jr. Exec.	Ray G. Walter J. J. Dietz, (sp)	Ernest L. Owen R. J. Taylor (cm)	Irving P. Killmer Will H. Todd (n)	R. E. Coon, Jr.
	Star & Enterprise (e)	**14,457**	....	....	(I) (AP) (3¢-18¢w, $2) (32)	Poughkeepsie Pub. Corp.	R. E. Coon, Jr., Exec.	Clifford J. Nuhn C. E. Alley (sp)		John B. Quinn (cl)	
	Combined daily (me)	19,131	.09	....							
	Sunday Courier (S)	11,380	.06	....	(I) (UP) (8¢, $5.50) (71)	Florence D. Tobey	Florence D. Tobey	Walter Leach Perry Walsh (sp)	Florence D. Tobey Florence T. Murphy	John R. Sullivan	Joseph Merle
ROCHESTER	Democrat & Chronicle										
328,132	(m)	**78,120**	....	....	(R) (AP, UP) (*S) (†) (3¢-12¢w, $2, $1.17) (92)	Gannett Co., Inc. E. E. Gannett, Pres.	C. A. S. Freeman (me) H. W. Sanford, Asso.	J. R. Elliott & N. W. Vagg Elliott Cushing (sp) Wilbur G. Lewis (Su)	Roy C. Kates A. W. Fell (bm) Fred B. Weston (cm)	S. A. Schwarz L. N. Bitner (n) A. T. Powderly (cl)	John A. Burke
	Sunday edition (S)	**84,247**	....	....							
	Times-Union (e)	**73,018**	....	....	(I) (AP, UP) (†) (3¢-18¢w, $2) (92)	Gannett Co., Inc. F. E. Gannett, Pres.	Frank E. Gannett L. R. Blanchard	Wm. F. Butler J. E. Burgess (sp),	Roy C. Kates Fred A. Glover (bm) F. A. Roberts (cm)	F. Neal Murphy L. N. Bitner (n) C. O. Jones (cl)	John A. Burke
	Combined daily (me)	**157,265**	.40	....							
	Evening & Sunday (ES)	.....	.40	....							
	Journal (e)	**48,300**	.16	....	(I) (INS, US, AP) (mer) (†) (3¢d, 10¢S-18¢w, 10¢S, $2d, $8, $8-2d, $7.50S) (65)	Rochester News Corp. W. R. Hearst, Pres.	R. P. Young (me)	Arch H. Merrill John Burns (sp) James Cutlip (Su)	Meyer Jacobstein N. J. Quimper (bm) Elliott Crooks (cm)	Walter Brown J. P. Brown (n) K. B. Jones (cl)	N. J. Quimper
	Sunday edition (S)	**77,483**	.20	....							
ROME	Sentinel										
32,388	(e)	9,066	.05	.037	(I-D) (AP, UP) (†) (J) (3¢-18¢w, 75¢m, $2) (41)	Sentinel Co. A. R. Kessinger, Pres.	A. R. Kessinger F. E. Kessinger	Fritz S. Updike F. E. Regan (sp)	A. R. Kessinger F. E. Kessinger (bm) B. C. Barnard (cm)	W. P. Doyle	R. P. Wilson C. L. Lidel (j)
SALAMANCA	Republican-Press										
9,576	(e)	2,300	.03	.03	(I-R) (AP) (J) (3¢-15¢w, $1.60) (41)	B. B. and M. Weber	Matthew Weber	John L. F. King Carl Dolecki (sp)	Matthew Weber B. B. & M. Weber (bm) John Alden (md)	John Alden B. B. Weber (n)	A. F. Baldwin
SARANAC LAKE	Adirondack Enterprise										
8,020	(e)	2,619	.025	....	(I-R) (AP) (3¢)(121)	John S. Ridenour	R. L. Stewart (news)		J. S. Ridenour (bm) E. Dysinger (cm)	O. S. Allen (n)	C. Proctor
SARATOGA SPRINGS	Saratogian										
13,169	(e)	**9,288**	.05	....	(I-R) (AP) (†) (J) (3¢-18¢w, 75¢m, $2.25) (92)	Saratogian, Inc. F. E. Gannett, Pres. A. J. McDonald, Pub.	W. Howard Moody		A. J. McDonald T. J. Quilty (cm)	W. G. Kern J. R. Galligan (n) G. S. Smith (cl)	S. Wetherhold W. G. Bradshaw
SAUGERTIES	Post										
4,060	(e)	900	.014	....	(I-R) (J) (15¢w) (3)	Telegraph P. & P. Co. M. E. Carn, Pres.	J. W. Frankel	Geo. E. DuBois	J. W. Frankel (bm)	J. W. Frankel	Geo. W. Martin
SCARSDALE	Sun										
9,690	(m)	.....	.03	....	(I-R) (J) (2¢) (40)	G. H. Dansberger	G. H. Dansberger		R. A. Dansberger (bm) C. Wilson (cm)		J. L. Wilding
SCHENECTADY	Gazette										
95,692	(m)	**21,949**	.07	.05	(I-D) (AP) (†) (J) (3¢-18¢w, 78¢m, $2) (123)	Gazette Co. A. N. Liecty, Pres.	Dudley T. Hill	N. B. Wintersteen Lou Stoltz (sp)	Austin N. Liecty John Brennan (cm)	Ramon L. Hall E. P. Blanchard (cl)	A. J. Pauley H. Delancey (j)
	Union-Star (e)	**20,928**	.07	.05	(I-R) (AP, UP) (J) (3¢-18¢w), $2) (78)	Union Pub. Co. C. W. Callanan, Pres.	W. H. Main, Ed. wrtr. P. H. Wartz (me)	Chas. G. Haskell D. J. Duval (sp)	Paul L. Gross K. L. Butler (cm)	Perkins M. Hart E. R. Cu.lings (n) D. R. Hathaway (cl)	F. J. Graham (Comp.) A. J. Sweet (j)
SYRACUSE	Herald										
209,326	(e)	**55,733**	.18	....	(I) (AP, UP) (*S) (†) (3¢d, 10¢S-18¢d, 10¢S, 28¢DS-$2.10d-$7.258) (119)	Herald Co. Mary E. Jenkins, Pres. E. H. O'Hara, Pub.	Edward H. O'Hara Frank W. Clark	Robert D. Chryst L. J. Skiddy (sp) T. A. Power (Su)	E. A. O'Hara Chas. R. Adams (bm) J. M. Armstrong (cm)	Walter Bligh R. W. Stevenson (cl)	E. F. Sniffen
	Sunday edition (S)	**63,608**	.20	....							
	Journal (e)	**64,161**	.20	....	(I) (US, INS) (mer) (†) (J) (3¢-$2.10) (65)	Syracuse Newspapers, Inc. Louis D. Burrill, Pub. H. D. Burrill, Pres.	Harvey D. Burrill F. Howard Hosmer	J. H. Slater R. G. Kenefick (sp) E. R. Vadeboncoeur (Sn)	E. M. Sturges (bm) M. J. Picou (cm)	C. S. Hurley W. M. Hughes (n) J. J. Haggerty (cl)	C. F. Sweeney
	Sunday edition (S)	**106,139**	.25	....							
	Post-Standard (m)	**58,102**	.20	.095	(R) (AP, NANA) (*S) (mer) (†) (3¢-18¢w, 80¢m-$2) (78)	Post-Standard Co. J. D. Barnum, Pub.	Horace P. Bull (me)	A. V. Brewster Richard Larnee (sp)	Jerome D. Barnum A. J. Gordon (bm) Martin Miner (cm)	R. W. Andrews G. W. Ernst, Adv. Dir. W. A. Dyer, Jr. (n) N. S. Cole (cl)	
	Sunday edition (S)	**64,150**	.20	.095							
TARRYTOWN	News										
6,841 14,258 (City Zone)	(e)	**3,002**	.03	....	(I) (AP, UP, WCN) (†) (J) (78)	Tarrytown Daily News, Inc. J. Noel Macy, Pres.	Wallace Odell	S. Lesch Geo. Dukette (sp)	Wm. J. Cannon W. L. Fanning (bm) C. G. Winger (Cir. Dir.) G. Kullman (cm)	W. J. Cannon A. H. Francis (n)	James Doolittle
TROY	Record										
72,768	(m)	**5,647**	....	....	(I) (AP, UP) (3¢-18¢w, 75¢m-$2) (44)	Troy Record Co. David B. Plum, Pres.-Pub.	Dwight Marvin	C. A. McGrath & A. T. Sliter J. J. McGrath & Roy Shudt (sp)	F. L. York (bm) E. G. Buck (cm)	J. A. Viger T. F. Quinn (cl)	G. Hutchinson
	Times-Record (e)	**25,398**	....	....							
	Combined daily (me)	**31,045**	.10	.10							
	Observer & Budget (S)	16,586	.05	....	(D) (UP) (†) (J) (10¢-$7.50) (82)	Troy Pub. Co., Inc. F. M. Collins, Pres.	F. M. Collins	A. A. McNaughton Roy Shudt (sp)	Frank M. Collins E. R. Collins (bm) Louis Rubin (cm)	J. E. Collins E. R. Collins (n) W. A. Scott (cl)	E. Rand J. J. McCauley
UTICA	Observer-Dispatch										
101,740	(e)	**32,758**	.12	....	(I) (AP, UP) (†) (3¢-18¢w, 75¢m-$2.17) (92)	Observer-Dispatch, Inc. F. E. Gannett, Pres. Prentiss Bailey, Pub.	W. W. Canfield W. J. Woods	M. L. Johnson Stanley L. Clark (sp)	Prentiss Bailey D. W. Tanner (cm)	Harry J. Benner A. F. Keilbach (n) W. M. Baaske (cl)	Earl N. Hughes
	Sunday edition (S)	**23,741**	.10	....							
	Press (m)	**21,108**	.08	....	(I)(AP)(†) (3¢-18¢w, 75¢m-$2.17) (92)	Observer-Dispatch, Inc. F. E. Gannett, Pres. Prentiss Bailey, Pub.	Paul B. Williams	Francis E. Carney J. W. Kelly, Jr. (sp)	Prentiss Bailey Wm. V. Jones (bm) T. W. Wagner (cm)	Russell Hay A. F. Keilbach (n) Wm. M. Baaske (cl)	Earl N. Hughes
WATERTOWN	Times										
32,205	(e)	**30,410**	.12	....	(R) (AP, UP) (3¢-18¢w, 60¢m-$2) (143)	Brockway Co. H. B. Johnson, Pres.-Pub.	Harold B. Johnson Harry F. Landon	Gordon W. Bryant John G. Case (sp)	C. M. Kendall (bm) Alton H. Adams (cm)	C. M. Kendall	J. Verne Porter
WELLSVILLE	Reporter										
5,674	(e)	2,767	.03	....	(R) (AP) (J)(3¢)(82)	E. Willard Barnes	E. Willard Barnes				
WHITE PLAINS	Reporter										
35,830	(e)	**8,434**	.05	.05	(I-R) (AP) (3¢-20¢w-$2) (78)	White Plains Pub. Co., Inc. W. L. Tuller, Pres.-Pub.	Walter V. Hogan	Milton Harker C. B. Mabee (sp)	W. Lee Tuller E. A. Keeffe (bm) Hudson Mason (cm)	E. G. Alexander Louis Bixby (cl)	W. B. Towers

(*Continued on page 74*)

5 Formidable Facts about ROCHESTER, N. Y.

1 The Rochester market, including the trading area, offers a compact market, easy of access, which presents no problem from a merchandising, distribution, or advertising standpoint.

2 More than 1,000 industrial plants operated at or near capacity during 1935 in the Rochester market. A large percentage of these industries produce Precision Equipment which requires the employment of skilled craftsmen.

3 Sales Management survey revealed that Rochester ranks First among cities between 250,000 and 500,000 population in the Middle Atlantic States in Spendable Income per capita. Rochester workmen are well paid, have money to spend.

4 Factory payrolls in the Rochester area in 1935 were greater by more than 21% than during the previous year. Continued improvement in industrial conditions during 1936 will bring the current year's total to approximately the same amount as the pre-depression high.

5 The Rochester market in its entirety is completely covered by the Times-Union and Democrat & Chronicle, with a total circulation of more than 150,000. Coverage of 92% of the city and suburban territory is assured the advertiser using these newspapers.

ROCHESTER TIMES-UNION, DEMOCRAT & CHRONICLE

THE GANNETT NEWSPAPERS

The Rochester Times-Union, The Rochester Democrat & Chronicle, The Hartford, Conn., Times, The Elmira Star-Gazette, The Elmira Advertiser, The Elmira Telegram, The Utica Observer-Dispatch, The Utica Daily Press, The Ithaca Journal, The Newburgh News, The Beacon News, The Albany Knickerbocker Press, The Albany Evening News, The Ogdensburg Journal, The Plainfield, N. J., Courier-News, The Olean Times-Herald, The Malone Telegram, The Danville, Ill., Commercial-News, The Saratoga Springs Saratogian.

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NATIONAL REPRESENTATIVES

NEW YORK CHICAGO SAN FRANCISCO

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
YONKERS 134,696	Herald-Statesman (e) 26,638	.11	....	(I) (AP, UP, WCN) (†) (3¢-18¢w, 75¢m) (78)	Herald-Statesman, Inc. J. N. Macy, Pres.-Pub.	L. S. Dayton	T. E. Tunnard W. A. Spring (sp)	W. L. Fanning C. G. Winger, Cir. Dir. C. E. Lemon (cm)	H. Levy A. H. Francis (n) R. Dykes (cl)	A. H. Pepper
	Record (e) 8,090	.04	....	(D) (2¢d, 5¢S) (37)	Terence A. Brady	John F. Brennan	dgar Manley Walter Stern (sp)	Terence A. Brady Wm. F. Reardon (cm)	J. Glaschein F. Rubin (cl)	V. Radigueno
	Sunday edition (S) 8,090	.04	....							
	Times (m)	.03	....	(D) (J) (2¢-12¢w-$1) (104)	Norman H. Orr	Norman H. Orr	Thos. F. Kelly, Jr. Wm. McCarthy (sp)	.....	.....	Henry Sperb

NORTH CAROLINA

City Population	Name of Newspaper Circulation	Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASHEVILLE 50,193	Citizen (m) 19,002	....	....	(I-D) (AP, UP) (†) (5¢daily, 10¢Sun, 20¢w, 90¢m, $2.50) (76)	Citizen-Times Co. Chas. A. Webb, Pres.	Robert Latham (m) Chas. K. Robinson (e) Walter S. Adams (man.-ed.)	Robt. McKee (m) Weimer Jones (e) Paul Jones (sp-m) A. L. Banister (sp-e) O. C. Dawkins (Su)	D. Hiden Ramsey W. Rand. Harris (bm) J. R. Marks (cm)	L. R. Philips H. W. Schachte (cl)	.....
	Times (e) 14,092	....	....							
	Combined daily (me) 33,094	.14	....							
	Sunday edition (S) 28,767	.14	....							
BURLINGTON 9,737	Times-News (e) 5,235	.04	.04	(I-D) (AP) (†) (5¢-15¢w, 65¢m) (55)	Times-News Pub. Co. R. B. Terry and J. P. Rawley, Pubs. J. P. Rawley, Pres.	R. M. Hodges S. A. Cook	S. A. Cook W. T. Lasley (sp)	S. A. Cook and H. A. Cecil (gm) S. A. Cook (bm) D. C. Johnson (cm)	R. M. Fonville Earl Robinette (cl)	E. D. Joyner
CHARLOTTE 82,675	News (e) 29,106	.09	.072	(D) (AP) (†) (J) (5¢-20¢w, 85¢m, $3, $1.50) (76)	News Pub. Co., Inc. W. C. Dowd, Jr., Pub.-Pres.	J. E. Dowd B. S. Griffith	J. G. Dickson Wade Ison (sp)	W. C. Dowd, Jr. J. B. Kilgo (cm)	I. W. Williams T. K. Moore (cl)	W. E. Adams E. H. Hall, Jr.
	Sunday edition (S) 30,545	.09	....							
	Observer (m) 58,110	.13	.07	(I-D) (AP) (5¢ morn, 10¢Sun, 21¢w, $2.50 morn, $6 Sun, $1.50 morn, $4 Sun) (137-63)	Observer Co., Inc. C. B. Johnson, Pub.-Pres.	Dr. Julian S. Miller J. A. Parham	E. B. Hunter (news) J. J. Wade (sp)	C. B. Johnson H. A. Allen (bm) M. H. Brandon (cm)	H. A. Rouser W. W. Moores (cl)	J. P. White
	Sunday edition (S) 59,807	.14	....							
CONCORD 11,820	Tribune (e) 3,137	.03	....	(D) (AP) (5¢-15¢w) (55)	W. M. Sherrill A. W. Huckle Talbot Patrick A. C. Cline, co-owners	W. M. Sherril R. P. Bell (me)	R. C. Montague (sp)	A. C. Cline (bm) J. E. Newton (cm)	A. C. Cline H. A. Allred (n) E. Honeycutt (cl)	J. McClellan
DURHAM 52,037	Herald (m) 15,326	....	....	(I) (AP) (5¢-10¢Sun, 15-20¢w, 65-85¢m, $2.50, $1.50) (76)	Herald Co., Inc. C. C. Council, Pub.-Pres.	L. S. Laprade (m) J. R. Barry (e) A. W. Stamey (me)	Mike Bradshaw Fred Haney (sp) Tom Walker (Su)	C. C. Council D. J. Germino (bm) W. G. Carrington (cm)	M. F. Murdaugh E. C. Horne (cl)	J. B. Taylor
	Sun (e) 9,944	....	....							
	Combined daily (me) 25,270	.13	.065							
	Sunday edition (S) 15,684	.09	....							
ELIZABETH CITY 10,037	Advance (e) 5,213	.04	....	(D) (AP) (J) (5¢-12¢w, 50¢m) (17)	Herbert Peele	Herbert Peele Mrs. Herbert Peele	Mrs. Herbert Peele	Herbert Peele Fred'k N. Lowe (bm) Herbert Peele (cm)	Frederick N. Lowe	A. R. Moore E. Chery (c)
FAYETTEVILLE 13,049	Observer (e) 4,386	.04	.035	(I) (AP) (5¢-20¢w, 80¢m) (17)	Fayetteville Pub. Co. C.R.Wilson, Pub-Pres.	R. L. Gray, Jr. G. G. Myrover	R. L. Gray, Jr. G. G. Myrover (sp)	C. R. Wilson (bm) G. Cromartie (cm)	R. L. Burnette	C. G. Bland
GASTONIA 17,093	Gazette (e) 5,946	.04	....	(I-D) (AP) (5¢-15¢w, 60¢m, $3, $1.50) (55)	Gazette Pub. Co., Inc. J. W. Atkins, Pres.	Hugh A. Query J. W. Atkins	Ben E. Atkins Hugh A. Query (sp)	E. D. Atkins (bm) R. R. Stowe (cm)	M. L. Wallis E. D. Atkins (n) Kathryn Little (cl)	Guy F. White
GOLDSBORO 14,965	News-Argus (e) 3,974	.035	....	(I) (AP) (5¢-15¢w, $3) (26)	Goldsboro Pub. Co. Talbot Patrick, Pub.	Talbot Patrick	.....	Talbot Patrick	.....	.....
GREENSBORO 53,569	News (m) 43,770	....	....	(I)	Greensboro News Co. E. B. Jeffress, Pres.	Earle Godbey (m) A. D. Jones (e) Jas. F. Reynolds (me-m) Floyd Hendley (me-e)	E.V. Mitchell (sp-m) Houston Lawing (sp-e)	Vance Jerome (bm) W. T. Corbin (cm)	P. T. Hines Gaines Kelley (cl)	C. C. Deal
	Record (e) 11,480	....	....	(D) (AP) (5¢morn, 2¢ evg, 10¢Sun, 20¢w, $2.50 morn, $1.50 evg, $6 Sun, $1.50 morn, $1.50 evg, $4 Sun) (108)						
	Combined daily (me) 55,250	.15	....							
	Sunday edition (S) 44,454	.12	....							
HENDERSON 6,345	Dispatch (e) 2,431	.025	....	(D) (AP) (5¢-15¢w, 50¢m, $2, $2) (55)	Dispatch Co. HenryA. Dennis, Pres.	Henry A. Dennis	Henry A. Dennis Robt. M. Falkner (sp)	Henry A. Dennis and M. L. Finch (gm) M. L. Finch (bm) Robt. M. Falkner (cm)	M. L. Finch	L. E. Cansler
HENDERSONVILLE 5,070	Times-News (e) 2,655	.03	.032	(I-D) (UP) (5¢-12¢w, 50¢m) (55)	Times-News Co., Inc. J. T. Fain, Pres.	J. T. Fain C. M. Ogle	Henry Atkins J. T. Fain, Jr. (sp)	J. T. Fain J. T. Fain & C. M. Ogle (bm) G. R. Fain (cm)	C. M. Ogle J. T. Fain (n)	J. B. Creech
HICKORY 10,776	Record (e) 4,847	.04	.04	(I-D) (AP) (15¢w) (139)	L. C. Gifford, Pub. J. C. Miller, Pres.	L. C. Gifford E. H. Smith, Jr.	Margaret Abernethy Wake Bridges (sp)	L. C. Gifford Harold Smith (cm)	Jack Edwards L. C. Gifford (n) Helen Clinton (cl)	J. F. Hilson
HIGH POINT 38,745	Enterprise (e) 9,149	.06	.06	(I) (AP) (5¢-15¢w, 65¢m-$3) (76)	Enterprise, Inc. J. P. Rawley, Pub. R. B. Terry, Pres.	Holt McPherson	John Mebane Frank Barfield (sp) Holt McPherson (Su)	H. A. Cecil S. T. Byran (cm)	W. F. Hester D. A. Rawley (n) E. G. Jarvis (cl)	H. W. Mailey
	Sunday edition (S) 9,149	.06	....							
KINSTON 11,362	Free Press (e) 4,167	.03	.03	(I-D) (UP) (J) (3¢-10¢w, 45¢m-$1.66⅔¢, $1) (104-4)	Free Press Co., Inc. H. Galt Braxton, Pub.-Pres.	H. Galt Braxton C. W. McDevett	Hillard Henson Starlin Whitaker (sp)	F. B. Morgan (asst. bm)	F. B. Morgan H. Galt Braxton (n)	J. P. Horton
	Herald (m)	.03	....	(26)	Carey B. Taylor	.....	.....	Carey B. Taylor (bm) Harvey Tyndall (cm)	J. A. McDaniel (n)	.....
	Sunday edition (S) new daily	.03	....							
NEW BERN 11,981	Sun-Journal (m) 2,100	....	....	(I) (AP) (†) (5¢-15¢w, 65¢m) (17)	Sun-Journal, Inc. C. A. Eury, Pres.	T. M. Diggs	Gertrude Carraway	C. A. Eury J. C. Amick (cm)	C. A. Eury	D. L. Rayner
	Sun-Journal (e) 3,006	....	....							
	Combined daily (me) 5,106	.05	....							
	Sunday edition (S) 2,100	.05	....							
	Tribune (m) 2,358	.02	.012	(I-D) (UP) (55)	Craven Pub. Co. M. D. Hardison, Pres. N. G. Gooding, Pub.	N. G. Gooding	Billy Arthur Jim Morris (sp)	N. G. Gooding M. D. Hardison (cm)	N. G. Gooding Margaret Fisher (ch)	Howard Miss
	Sunday edition (S) 2,358	.02	.012							
RALEIGH 37,379	News & Observer (m) 30,106	.10	....	(D) (AP, UP) (5¢d, 10¢S) (15)	News & Observer Pub. Co. Hon. Josephus Daniels, Pres.	Jonathan Daniels Frank Smethurst	Charles J. Parker A. J. McKelvin (sp) Frank Smethurst (Su)	Josephus Daniels, Jr., (bm) Will X. Coley (cm)	Josephus Daniels, Jr. W. A. Palmer (cl)	L. F. Alford
	Sunday edition (S) 47,192	.10	....							
	Times (e) 15,347	.06	....	(I) (AP) (J) (5¢e, 15¢w, 65¢m, $1.50) (17)	Times Pub. Co. John A. Park, Pub.-Pres.	Robert L. Gray Wade H. Lucas	Irving M. Cheek W. T. Bost, Jr. (sp)	John A. Park John A. Park, Jr. (bm) L. G. Uzzle (cm)	Frank E. Bradley W. J. Weber (n) J. W. Crowe (cl)	Albert P. Fa J. C. Yearby
REIDSVILLE 6,851	Review (e) 4,950	.03	....	(I-D) (UP) (J) (55)	M. M. Oliver, Pres. W. M. Oliver, V.-Pres.	Manton M. Oliver	.....	C. R. Oliver	.....	.....
ROCKY MOUNT 21,412	Telegram (e) 7,232	.05	.04	(I-D) (AP) (J) (5¢-12½¢w, 50¢m-$2) (17)	Rocky Mount Pub. Co. J. L. Horne, Jr., Pres.	J. L. Horne Vernon Secriest	Wilson Honeycutt Dick Heideit (sp)	J. L. Horne, Jr. A. L. Brandon (bm) W. D. Cole (cm)	A. L. Brandon C. V. Smith (n)	L. Smith D. Harris (c)

(Continued on page 76)

Smart Sleuthing Leads STREET & SMITH to GOODRICH PRINTERS' ROLLERS

IT IS only natural that when Street & Smith Publications, Inc., New York, N. Y., one of the leading publishers of detective and thriller magazines, decided to add to their press equipment they should resort to the methods of the modern sleuth in combing the entire field for improvements.

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NORTH CAROLINA (Continued)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SALISBURY	Post										
16,951	(e)	9,518	.05	.035	(I) (AP) (3¢evg. 5¢Sun, 15¢w, 60¢m, $1.50 evg, $2.50, $1.25 evg, $2 Sun) (17)	J. F. Hurley	J. F. Hurley C. F. Daniel	Ollie McGuage Harry Gwin (sp)	J. F. Hurley, Jr. Rex Bellis (cm)	P. G. Laughridge Albert Monroe (cl)	F. H. McRae
22,177 (ABC City)	Sunday edition										
	(S)	9,394	.05	....							
STATESVILLE	Daily										
10,490	(e)	1,800	.025	....	(I) (5¢-12¢) (none)	Pogram A. Bryant	Pogram A. Bryant				
TARBORO	Southerner										
6,379	(e)	2,175	.02	.02	(D) (AP) (J) (5¢-10¢w) (55)	Bourne & Creech	Bert H. Brown	Bert H. Brown	V. H. Creech	V. H. Creech	H. H. Hill F. M. Hill (j)
WASHINGTON	News										
7,035	(e)	2,958	.03	....	(D) (AP) (J) (5¢-15¢w, 50¢m) (55)	Daily News, Inc. H. C. Ogden, Pres.	Maurice F. McEvoy		Maurice E. McEvoy William Waters (cm)	H. A. Eckhoff	
WILMINGTON	Star										
32,174	(m)	6,716	....	....	(D) (AP) (5¢-12¢w-$2.50) (15)	Star-News, Inc. R. B. Page, Pres.					
	News										
	(e)	3,478	....	....							
	Combined daily										
	(me)	10,194	.08	....							
	Sunday edition										
	(S)	9,009	.08	....							
WILSON	Times										
12,613	(e)	3,827	.04	.035	(D) (AP) (5¢-15¢w, 50¢m-$2.50, $2.50) (26)	P. D. Gold Pub. Co. John D. Gold, Pub.-Pres.	John D. Gold	Ed. W. Davis	John D. Gold Mrs. Beulah Davis (cm)	P. O. Barnes Miss E. Clarke (cl)	H. Williams F. Denny (j)
WINSTON-SALEM	Journal										
75,274	(m)	22,100	....	....	(I) (AP, UP) (†) (5¢ daily, 10¢Sun, 13¢w, combination $2.50) (78)	Winston-Salem Sentinel, Inc. Owen Moon, Pub.-Pres.	Santford Martin Worth Bacon (me-m) Bill Sharpe (me-e)	Henry Martin Frank Spencer (sp) Worth Bacon (Su)	W. K. Hoyt B. L. Welfare (cm)	R. H. Freeman R. A. Shore (n) R. H. Freeman (cl)	E. F. LeGrande
	Sentinel										
	(e)	19,340	....	....							
	Combined daily										
	(me)	41,440	.14	....							
	Sunday edition										
	(S)	23,094	.08	....							

NORTH DAKOTA

City Population	Name of Newspaper Circulation		Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BISMARCK	Tribune										
11,090	(e)	6,575x	.05	.039	(I) (AP) (J) (5¢-15¢w, 60¢m-$3) (47-135-109)	George D. Mann, Pub.-Pres.	Kenneth W. Simons	Gordon MacGregor Frits Olsen (sp)	Archie O. Johnson Avis Carlisle (cm)	Wm. Moeller A. O. Johnson (n) Effel Viken (cl)	R. Young
DEVIL'S LAKE	Journal										
5,451	(e)	2,747	.03	.025	(I) (AP) (J) (5¢-50¢m-$2.50) (109)	M. H. Graham, Pub.-Pres.	M. H. Graham A. C. Timbre	R. Dushinski (sp)	M. R. Graham	M. R. Graham	W. Brekken
FARGO	Forum										
28,619	(m)	15,471x	....	....	(I-R) (AP) (mer) 5¢-$2.50d, $3S) (78)	Forum Pub. Co. Norman D. Black, Pub. Jenny C. Black, Pres.	H. D. Paulson	S. W. Hooper E. Fitzgerald (sp)	Norman D. Black J. F. Payne (cm)	Harry R. Hill	A. W. Oliver
	Forum										
	(e)	14,182x	....	....							
	Combined daily										
	(me)	29,653x	.10	.10							
	Sunday edition										
	(S)	24,940x	.08	.08							
JAMESTOWN	Sun										
8,187	(e)	4,421	.045	.030	(I) (AP) (5¢-18¢w, 65¢m-$2) (135-115a)	Hansen Brothers P. M. Hansen, Pres.	P. M. Hansen		B. G. Hansen (bm)	B. G. Hansen	L. E. Richardson
GRAND FORKS	Herald										
27,112	(m)	13,730x	....	....	(I-R) (AP) (109-119)	Grand Forks Herald, Inc. M. M. Oppegard, Pub.-Pres.	W. P. Davies		M. M. Oppegard B. E. Thomson (cm)		
30,097 (ABC City)	Herald										
	(e)	5,534x	....	....							
	Combined daily										
	(me)	19,264x	.08	....							
	Sunday edition										
	(S)	19,076x	.08	....							
MANDAN	Pioneer										
5,037	(e)	3,221	.04	....	(I) (AP) (J) (119-109)	Pioneer Pub. Co. E. A. Tostevin, Pub.	C. F. Pierce		E. A. Tostevin (bm) E. D. Tostevin (cm)	W. C. Tostevin (n)	
MINOT	News & Optic-Reporter										
16,099	(e)	10,076	.04	....	(I) (AP) (†) (5¢-60¢m-$2.50) (78)	Minot Daily News Hal S. Davies, Pub.-Pres.	Hal S. Davies W. H. Johnson	James Weeks (sp)	Hal S. Davies F. R. Ruckman (cm)	Raymond C. Dobson	
VALLEY CITY	Times-Record										
5,268	(e)	3,079	.03	.021	(I-R) (AP) (J) (5¢-50¢m-$2.50) (none)	Albert E. Trubshaw, Pub.	Thos. E. Nugent E. G. Dibbern	Phil Mark	E. G. Dibbern A. W. Dibbern (cm)	E. G. Dibbern	O. H. Mason A. Matson (j)
WILLISTON	Herald										
5,106	(e)	2,857	.03	.03	(I) (AP) (mer) (†) (J) (5¢-10¢w, 30¢m-$3) (139-109)	Willston Herald Co. Harry E. Polk, Pub.-Pres.	Harry E. Polk	Fred'k W. Compton	Harry E. Polk V. E. Wensel (bm) Cy Briggs (cm)	V. E. Wensel W. A. Martin (cl)	E. M. Cain

OHIO

City Population	Name of Newspaper Circulation		Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AKRON	Beacon-Journal										
255,040	(e)	69,512	.16	.085	(I-R) (AP, INS) (3¢-18¢w, 78¢m, $2) (137)	Beacon-Journal Co. J. S. Knight, Pres.	John S. Knight James P. Rosemond	H. B. Kerr J. W. Schlemmer (sp)	J. H. Barry (bm) J. M. Aylward (cm)	Frank A. Wynholt R. A. Burrell (n) Robt. M. Wheeler (cl)	Harry B. Reese
	Times-Press										
	(e)	43,649	.12	....	(I) (UP) (*S) (mer) (†) (3¢d, 10¢S-18¢w, 10¢S, $2d, $8.50S) (129)	Scripps-Howard Pub. Co.	Walter Morrow James G. Crossley	Walter J. Coyle Lynn F. Wagner (sp) Geo. Esselburn (Su)	Grant C. Stone (bm) Earl Buell (cm)	Kenneth Keegan Geo. Fishback (n) Wm. Osterday (cl)	
	Sunday edition										
	(S)	54,538	.13	....							
ALLIANCE	Review										
23,047	(e)	10,599	.045	....	(R) (AP) (J) (2¢-12¢w, $1.25) (36)	Review Pub. Co., Inc. F. A. Hoiles, Pres.	N. A. Geyer F. A. Hoiles	Paul W. Reed John Hanlon (sp)	Paul C. Siddall (bm) Henry Untch (cm)	C. E. DeGraw R. V. Haines (cl)	C. S. Templeton Ralph Miller (j)
ASHLAND	Times-Gazette										
11,141	(e)	5,827	.03	.021	(I) (INS) (3¢-15¢w, 60¢m, $1.50) (36)	Ashland Ptg. Co. Edgar Koehl, Pres.	Harry L. Horne	Wm. G. McKee	Edgar Koehl Bertha E. Kerr (cm)	S. A. Fluke Lucile Newcombe (cl)	M. G. Bachmann
ASHTABULA	Star-Beacon										
23,296	(e)	10,474	.045	.045	(R) (UP) (2¢, 12¢w, $1) (36)	Ashtabula Ptg. Co. C. A. Rowley, Pres.	J. J. Mundy J. S. Gotshall	A. F. Bodey M. R. Alfred (sp)	C. A. Rowley G. H. Leggett (bm) E. A. Olson (cm)	G. O. Mayborn G. H. Leggett (n) L. E. Gerrety (cl)	Howard Healy
ATHENS	Messenger										
7,252	(e)	11,960	.045	.045	(I-R) (AP) (3¢-15¢w, 60¢m, $1.50d, $2.75S) (36)	J. B. Allen, Pres. Gordon. K. Bush, Pub.	Gordon K. Bush Chas. H. Harris	Wm. F. Smiley G. E. Mitchell (sp)	Gordon K. Bush Fred W. Weber (cm)	P. O. Nichols H. H. Russell (n) Ira Murray (cl)	Clarence Baker
	Sunday edition										
	(S)	12,806	.045	.045							
BELLAIRE	Leader										
13,327	(e)	6,930	.04	.025	(I-R) (UP) (3¢-15¢w, 60¢m, $1.50) (82)	Sherlock Bros. Pub. A. J. Sherlock, Pres.	M. F. Sherlock A. J. Sherlock		B. A. Sherlock H. E. Sherlock (cm)	A. J. Sherlock H. E. Sherlock (n)	B. A. Sherlock
BELLEFONTAINE	Examiner										
9,543	(e)	5,397	.025	....	(I) (INS) (2¢) (36)	H. K. Hubbard & Co.	H. K. & A. A. Hubbard		F. G. McCracken (bm)		
BELLEVUE	Gazette										
6,256	(e)	2,142	.018	....	(I) (UP) (J) (3¢) (36)	Gazette Pub. Co. C. R. Callaghan, Pres.	A. C. Callaghan		M. J. Callaghan (bm)	M. J. Callaghan	
BOWLING GREEN	Sentinel-Tribune										
6,688	(e)	4,923	.025	....	(R) (INS) (J) (2¢-12¢w, $1) (36)	Sentinel Co. S. A. Canary, Pres.	S. A. Canary Ivan E. Lake		Alfred Haswell F. R. Fluhart (cm)	G. R. Katzenmeyer C. Premo (cl)	Carl J. Jolley Guy N. Elson (j)
BUCYRUS	Telegraph-Forum										
10,027	(e)	5,223	.03	....	(I-R) (UP) (†) (3¢-15¢w. $2) (36)	Crawford P & P Co. R. C. Hoiles, Pub.	R. R. Peters (me)	John Young (sp)	Ray F. Barnes (bm)	Adam Boryczka H. O. Sharp (n) Darl Gatchel (cl)	H. C. Wolfe
CAMBRIDGE	Jeffersonian										
16,124	(e)	11,135	.045	....	(I) (UP) (3¢-18¢w, $2) (36)	Jeffersonian Co. T. E. Amos, Pres.	H. W. Amos (me)	Ernest Sheehan	T. E. Amos T. S. Moorehead (cm)	L. H. Merrick T. S. Moorehead (n) V. E. Arnold (cl)	H. E. Amos

Continued on page 78

AKRON BEACON JOURNAL

Exclusive Associated Press, International News, Central Press Association Dispatches

AKRON, OHIO, WEDNESDAY MORNING, JANUARY 1, 1936

PAYROLLS EXPAND, BANKS, MERCHANTS PROFIT AS 1936 ARRIVES

STORM BEATEN, FIGURES SHOW

First-Central Profits $107,000; Goodyear Payroll Up $800,000

BUILDING GAIN MILLION

Rubber Stocks Increase $26,000,000 In Value; Realty Outlook Strong

Trade returning to the pre-depression levels, and payrolls expanding monthly, Akron business and industry enters the new year with one of the brightest outlooks in the history of the city.

As the old year fades into the new, banking, industrial and commercial reports show that the city has weathered the storm which broke nation-wide in 1929 and hobbled everything in its path.

Developments included:

1—Goodyear Tire & Rubber Co. announced Tuesday night that the payroll distribution in November and December was $800,000 greater than the same two months of 1934.

2—The First-Central Trust Co. announced that profits for 1935 were $107,000 as compared to $25,000 last year and that deposits at the close of 1935 were $17,700,000 as against $12,000,000 at the end of 1934. The bank's resources Dec. 31, 1935, were $19,600,000 as against $13,700,000 a year ago.

3—For the first time since 1931, building construction in Akron exceeded $1,000,000 in valuation during 1934. Real Estate men pointed out also that there was an increase in real estate sales in 1935 of over 200 per cent.

4—Akron tire stocks increased in value in 1934 over $26,000,000 and market authorities predicted that a still greater expansion would come in 1936 with a lessening of disastrous trade practices and a more stable industrial base.

5—Assurances of continued prosperity in the automobile factories brought promises of steady operation in the tire plants.

The Goodyear statement follows by only a few weeks action by the Firestone Tire & Rubber Co. which increased the dividends on common stock by three-fold, placing it on a new $1.20 basis.

Increased Strength

The upswing in General Tire & Rubber Co. and Goodrich Tire & Rubber Co. stock during 1934 is indicative of their increased business strength.

General common, selling at 66 in January of 1934, reached 89 3-4 Tuesday, for a new high for the year. General preferred crashed through par Tuesday and continued to advance until it reached 103, its highest point since the stock was listed on the curb market several years ago.

Goodrich common stock reached the high for the year Tuesday with a quotation of 14 1-2. Goodrich preferred reached a high of 82 on the final trading day of the year.

J. D. Tew, president of the B. F. Goodrich Co., predicted today "increased sales and better earnings in 1936."

Adding to the picture of improved business was the annual report of the new First-Central Trust Co., made public last night by President John R. Eckler.

It showed that profits from operation of the bank during its second year of operation were $107,540.19, or more than four times as much as the $25,000 earned in the first year.

Profits At $308,000

This amount is being added to the bank's undivided profits account, bringing it to $308,000, Eckler said.

The First-Central's deposits jumped during the year from $12,000,000 to $17,700,000 and its resources increased from $13,700,000 to $19,600,000, the report showed.

Unusual liquidity of the bank is shown, Eckler said, by the fact that $14,600,000 of the assets are in cash, government bonds or readily marketable securities.

The bank has $4,800,000 of loans on its books as compared with $3,000,000 at the end of 1934, Eckler reported. During the year, the turnover of loans amounted to $15,788,000.

The bank's profits of more than $107,000 amounted to 14 1-2 per cent on the capitalization of $741,645, it was computed.

"With improving business," Eckler added, "the market for loans will grow larger and it is our intention always to be in a position to meet that demand."

During the year the bank's customers increased in number from 20,000 to 30,000, the report showed.

Pickup Predicted

As Goodyear made its announcement, the statistical department of that company announced a highly optimistic view for 1936.

Continued prosperity in the automotive field and a predicted pick-up in building and export business are expected to carry the new year along at the new higher levels of prosperity, it was said.

Goodyear officials revealed that there was a difference of but 10 in the average total number of employes for the last two months compared to a year ago. While production of tires jumped a half million, longer working hours and longer hour weeks were given as the reason the increase could be made.

More Employes

The 16,000 employe total was 4,100 greater than 1932, the low year of the 10-year period and 800 above the 10-year average.

The November-December payroll was 20 per cent greater than a year ago; the highest of any year except 1928 and 11.7 per cent greater than 1926.

Tire production exceeded the 10-year average and was 33 per cent more than 1929. Tonnage of finished product was 75 per cent greater than the average and was 5,000,000 pounds more than the top year, 1928. The increase in the size and weight of tire units was given as a reason for the increase.

Hits High Point

Goodyear officials said the "activity of general business is now at the highest point since the upturn in 1933.

"The tire industry in 1933 enjoyed the largest year in unit sales since 1931 and in tonnage of output, the largest in the history of the industry. The industry reached the low point along with general business in 1932 and 39,725,000. This has increased yearly to 48,500,000 tires in 1935.

"While we are not looking for a substantial change in 1936 from the unit volume of 1935, the tonnage or physical volume should be greater by 10 per cent.

"With the price situation more favorable than for many years, this tonnage increase should be reflected in dollar sales and earnings," the statement said.

Merchants Pleased

Akron merchants emerged from the Christmas buying rush with smiling faces, preliminary reports today indicating that business was better than last year and, in some instances, not far behind that of the peak year, 1929.

All Report Gains

All downtown stores reported gratifying increases in buying.

"Our business was better than last year and not far behind that of 1929 in dollars," declared Jerome Dauby, president and general manager of the M. O'Neil Co.

"It was ahead of anything since 1929. Merchandise is a lot cheaper than it was in that year, so each individual sale was lower than in 1929."

Best in History

The A. Polsky Co.'s business was much better than that of any Christmas season in the store's history, Albert N. Dempsey, controller, said.

"In 1929 we were in the old store, so we can't compare 1935 with that year," Dempsey declared.

J. H. Vineberg, president of the Akron Dry Goods Co., said his company had a good Christmas business, better than last year's but below that of 1929.

Sets Four-Year Mark

"This Christmas set a record at the C. H. Yeager Co. over the last four years," Secretary Oscar Smith reported.

The Federman Co.'s business was about even with last year's, Mgr. J. Klein said. There was an increase in unit sales, but the dollar volume was less because of lower prices.

Postmaster L. D. Carter reported that, although the Christmas mails were heavy, his department probably was no busier than last year.

Real Estate Gains 205 Per Cent.

Firmer prices and a more active market were the outstanding developments in real estate in Akron during 1935.

In the first eleven months of the year, gains in real estate sales were 205 per cent. This was shown by a check-up of records kept by James A. Thierry, tax map draftsman for Summit county.

Records Show Gain

These records show that a substantial gain over the corresponding month of 1934 was shown consistently through 1935 and that during the first 11 months of the year, 3,407 deeds for property were transferred as compared with 1,074 in the same period of 1934.

One of the factors causing greater activity in real estate and pointing to a further substantial increase in the coming year is the increased availability of mortgage loans, in the opinion of Frank S. Carpenter, president of the Bankers Guarantee Title & Trust Co.

Prices of real estate have been stabilized by the disappearance from the market of distressed property, commented George Missig, secretary of the Akron real estate board.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CANTON 104,906 105,520 (City Zone)	Repository (e) 43,065 Sunday edition (S) 41,982	.14 .14	.09 .09	(I-R) (AP, UP, INS) (†) (3¢d, 5¢Se 18¢w, $1.80d, $2.40S) (137)	Repository Ptg. Co. L. H. Brush, Pres. Roy D. Moore, Pub.	John D. Raridan Joseph K. Vodrey	D. W. Buchanan W. K. Cross (sp)	Roy D. Moore P. F. Morgan (bm) E. M. Grimes (cm)	Harold H. Bredlow Phil V. Oby (n) Wm. J. Babb (cl)	Chas. C. Peebles
CELINA 4,664	Standard (e) 3,050	.021	....	(I) (UP) (J) (2¢) (26)	Standard Ptg. Co. F. A. Snyder, Pres.	F. A. Snyder	....	F. A. Snyder C. S. Fishbaugh (cm)	C. S. Fishbaugh	R. Sacher
CHILLICOTHE 18,340	News-Advertiser (e) 4,926	.03	.025	(D) (UP) (3¢-15¢w, $1.50) (41)	News-Advertiser Co. J. K. Hunter, Pres.	E. A. Ortman	T. A. Waters Alvin Zurcher (sp)	J. K. Hunter J. A. Bisbee (cm)	O. O. Overly Lucian Jenness (n) E. I. Aid (cl)	M. Small
	Scioto Gazette (e) 5,095	.03	.025	(I-R) (AP) (†) (3¢-15¢w) (36)	Scioto Gazette Co. M. C. Speidel, Pres. E. A. Chappell, Pub.	E. S. Wenis Robt. E. Segal	Howard C. Oyer G. S. Chandler (sp)	Edward A. Chappell Eric MacInnnes (cm)	W. E. Beeler	E. Griesheimer
CINCINNATI 451,160 685,945 (City Zone)	Enquirer (m) 92,180 Sunday edition (S) 177,081	.19 .40	....	(I-D) (AP, UP, US) (*S) (†) (3¢d. 10¢S) (14)	John R. McLean Est. W. F. Wiley, Pub.	Wm. F. Wiley John W. LaRue	Lee Evans Bob Saxton (sp) W. M. Thompson (Su)	Ralph H. Quinn W. K. Nottingham (bm) C. W. Staab (cm)	T. N. Williams, Dir. G. H. Schultz (n) W. H. Pickett (cl)	H. D. Rindsberg
	Post (e) 163,258	.31	....	(I) (UP) (mer) (†) (2¢-12¢w, $1.17) (129)	Post Pub. Co. C. D. Groat, Pres.	Carl D. Groat Frank Aston	William Dowdell Joe Aston (sp)	F. W. Giesel (bm) S. Dunsker (cm)	Dwight L. Perry Stanley Collins (loc.) Wm. C. Savage (n) Henry W. Mans (cl)	W. Schenck (Comp) W. Schoulthais (Pr) T. H. Lane (Ste)
	Times-Star (e) 169,816	.30	.18	(R) (AP, INS, NANA) (†) (J) (2¢-12¢w, $1.16) (95-115)	Times-Star Co. Hulbert Taft, Pres.	Hulbert Taft Moses Strauss	Edward Steinborn Nixson Denton (sp)	George Fries A. Groesheim (cm)	C. R. Bonner F. J. Oexman (n) C. H. Boyer (cl)	Jos. Illig (j)
CIRCLEVILLE 7,589	Herald (e) 3,524	.025	....	(D) (INS) (J) (3¢) (36)	Circleville Pub. Co. W. J. Galvin, Pres.	Glen Gieb	....	M. Shea (cm)	....	D. C. Burkholder

(Continued on page 80)

RULES AND REGULATIONS OF THE U. S. POST-OFFICE DEPARTMENT

DOMESTIC MAILS

First-Class (limit 70 pounds): Letters and written and sealed matter, 3 cents for each ounce, except when addressed for local delivery: Local letters, 2 cents an ounce at letter-carrier offices; and 1 cent an ounce at all other offices unless collected or delivered by rural or star-route carriers, in which case the rate is 2 cents an ounce.

Government postal cards, 1 cent each.

Private mailing or post cards, 1 cent each.

Special delivery rates on first-class matter are—10 cents, up to 2 lbs.; 20 cents, 2 lbs to 10 lbs.; 25 cents on matter weighing over 10 lbs.

Second-Class: Newspapers, magazines, and other periodicals containing notice of second-class entry. When sent by others than the publishers or news agent, 1 cent for each two ounces or fraction thereof, or the 4th class rate, whichever is lower.

Third-Class (limit, 8 ounces): Circulars and other miscellaneous printed matter, also merchandise, 1½ cents for each 2 ounces.

Special delivery rates on *other than first-class matter*—15 cents up to 2 lbs.; 25 cents, 2 lbs. to 10 lbs.; 35 cents on all matter weighing over 10 lbs.

Books (including catalogs) of 24 pages or more, seeds, cuttings, bulbs, roots, scions, and plants, 1 cent for each 2 ounces.

Bulk lots of identical pieces may be mailed in quantities of not less than 20 pounds or 200 pieces at pound rates with a minimum charge of one cent a piece, such rates being eight cents a pound or fraction thereof for books and catalogs having 24 pages or more, seeds and plants, and twelve cents a pound or fraction thereof for all other third-class matters.

Fourth-Class (Parcel Post) (over 8 ounces): Merchandise, books, printed matter, and all other mailable matter not in first or second class—

The parcel post zones are—local; (1) up to 50 miles; (2) 50 to 150 miles; (3) 150 to 300 miles; (4) 300 to 600 miles; (5) 600 to 1,000 miles; (6) 1,000 to 1,400 miles; (7) 1,400 to 1,800 miles; (8) over 1,800 miles.

The parcel post rates are:

Local zone, 7 cents for the first pound or fraction, and 1 cent for each additional 2 pounds or fraction.

First and second zones. 8 cents for the first pound or fraction and 1.1 for each additional pound or fraction.

Third zone. 9 cents for the first pound or fraction and 2 cents for each additional pound or fraction.

Fourth zone. 10 cents for the first pound or fraction and 3.5 cents for each additional pound or fraction.

Fifth zone. 11 cents for the first pound or fraction and 5.3 cents for each additional pound or fraction.

Sixth zone. 12 cents for the first pound or fraction and 7 cents for each additional pound or fraction.

Seventh zone. 14 cents for the first pound or fraction and 9 cents for each addition pound or fraction.

Eighth zone. 15 cents for the first pound or fraction and 11 cents for each additional pound or fraction.

A fraction of a cent in the total amount of postage on any parcel shall be counted as a full cent.

On parcels collected on rural routes, the postage is 2 cents less per parcel than at the rates shown above, when addressed for local delivery, and 3 cents less per parcel when for other than local delivery.

In the first or second zone, where the distance by the shortest regular practicable mail route is 300 miles or more, the rate is 9 cents for the first pound and 2 cents for each additional pound.

Parcels weighing less than 10 pounds measuring over 84 inches, but not more than 100 inches in length and girth combined, are subject to a minimum charge equal to that for a 10-pound parcel for the zone to which addressed.

The rate on fourth-class matter between any point in the United States and any point in the Hawaiian Islands, and any point in Alaska, and between any two points in Alaska, is 15 cents for the first pound and 11 cents for each additional pound or fraction thereof.

These rates also apply to parcels mailed in the United States for delivery in the Canal Zone, and to parcels between the Philippine Islands and the United States or its possessions.

The limit of size is 100 inches in girth and length combined. On parcels weighing less than 10 pounds which measure more than 84 inches but not more than 100 inches in length and girth combined the minimum postage charge is the same as the zone charge for a 10-pound parcel for the zone to which the particular parcel is addressed.

A special rate of postage is provided for library books, consisting wholly of reading matter and containing no advertising matter other than incidental announcements of books, mailed to readers by public libraries, organizations or associations not organized for profit and when returned by the readers, such rate being 3 cents for the first pound and 1 cent for each additional pound to any point within the first, second, or third zones, or within the State in which mailed.

The special handling postage charge on fourth-class matter is graduated according to the weights of the parcels, namely, 10 cents for parcels weighing not more than two pounds, 15 cents for parcels weighing more than two pounds but not exceeding ten pounds, and 20 cents for parcels weighing more than ten pounds.

Payment of the special handling postage charge entitles the parcel to receive the most practicable expeditious handling, transportation and delivery, but does not include special delivery at the office of address.

Airplane (air mail) rates—*Domestic*—The rate of postage on mail carried by airplane is 6 cents for each ounce, or fraction thereof, regardless of distance, *except* when sent to Puerto Rico, the Virgin Islands of the U. S., or the Canal Zone. The rate between Puerto Rico, the Virgin Islands of the U. S., and the United States is 10 cents for each half ounce or fraction; the rate between the United States or Puerto Rico or the Virgin Islands of the U. S., and the Canal Zone is 20 cents for each half ounce or fraction. Such postage includes the transportation of the mail to and from the air mail routes.

Special airplane stamps issued for the payment of postage on air mail or ordinary postage stamps may be used. All mail intended to be carried by airplane should be plainly marked in the space immediately below the stamps and above the address "Via air mail."

The postage on all air mail should be fully prepaid in order to expedite its handling.

Any mailable matter, except that liable to damage from freezing, may be sent by air mail at the above rate of postage, including sealed parcels not exceeding 70 pounds in weight and not exceeding 100 inches in length and girth combined. The limitation as to possible damage by freezing does not apply to cut flowers or queen bees.

Registry, Insurance, and C. O. D. services for airplane mail—Any domestic matter acceptable for transmission as registered, insured, or C. O. D. mail, may be sent by air mail service upon payment of the prescribed registry, insurance, or C. O. D. fee in addition to the required air mail postage.

Foreign—For Canada, 6 cents per ounce or fraction; for other countries, inquire at post office.

Special Delivery—The use of special delivery stamps in addition to the Air Mail postage will insure prompt delivery at office of address, and is recommended when arrival be due on week days after last carrier delivery or on Sundays and holidays. Any information concerning contract air mail routes may be obtained from the postmaster.

Registered Mail—The registry fees on both domestic and foreign mail must be prepaid by stamps affixed in addition to the regular postage.

The registry fees for domestic registered mail are—for registry indemnity not exceeding $5, 15 cents; over $5 to $25, 18 cents; over $25 to $50, 20 cents; over $50 to $75, 25 cents; over $75 to $100, 30 cents; over $100 to $200, 40 cents; over $200 to $300, 50 cents; over $300 to $400, 60 cents; over $400 to $500, 70 cents; over $500 to $600, 80 cents; over $600 to $700, 85 cents; over $700 to $800, 90 cents; over $800 to $900, 95 cents; over $900 to $1,000, $1.00.

Provided, That for registered mail or insured mail treated as registered mail having a declared value in excess of the maximum indemnity covered by the registry fee paid, there shall be charged additional fees; when the declared value exceeds the maximum indemnity covered by the registry fee paid by not more than $50, 1 cent; and so on up to 7 cents for $800.01 to $999.99, and if the excess of the declared value over the maximum indemnity covered by the registry fee paid is $1,000 or more, the additional fees for each $1,000 or part of $1,000 on articles destined to points within the several zones applicable to fourth-class matter, range from 8 to 13 cents, according to distance.

Mail matter without intrinsic value for which no indemnity is provided may be registered at the minimum fee of 15 cents.

Any mailable articles, except unsealed fourth-class matter (parcel post) for domestic destinations, may be registered.

FOREIGN POSTAGE RATES

Letters—3 cents per ounce or fraction thereof to any of the following countries—Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Haiti, Honduras (Repub. of), Mexico, Newfoundland (including Labrador), Nicaragua, Panama, Paraguay, Peru, El Salvador, Spain, and Possessions, Uruguay, Venezuela.

For all other foreign destinations, 5 cents, first ounce; and 3 cents, each additional ounce or fraction. *Maximum dimensions*: Length, breadth, and thickness combined, 36 inches; greatest length, 24 inches. When sent in the form of a roll the length (the maximum of which is 32 inches) plus twice the diameter is limited to 40 inches. *Minimum dimensions*: It is recommended that articles measure not less than 4 inches in length and 2¾ inches in width.

Letter Packages—Merchandise may be sent at the letter rate to certain foreign destinations (see the "International Postal Service Section," Official Postal Guide), when an invoice or customs declaration is inclosed and a green label (which may be obtained from the post office) must be affixed to the outside of the envelope or wrapper.

Post Cards—2 cents to the countries named above; 3 cents to any country not in the list. Cards must not exceed 6 x 4¼ in., or be less than 4 x 2¾ in.

Note—Daily newspapers issued and mailed as frequently as 6 times a week to bona fide subscribers in Canada and Newfoundland by publishers or registered news agents and all second-class matter mailed by publishers or registered news agents to the other countries mentioned under subheading "Letters" are subject to the postage rates prescribed in paragraphs 1, 2, 4 and 5, of section 538, Postal Laws and Regulations, 1932. Other second-class matter mailed to Canada and Newfoundland by publishers or registered news agents *is* subject to the postage rate of 1 cent for each 4 ounces or fraction thereof.

There is no limit of weight for second-class matter sent to Canada, Cuba, Mexico, Newfoundland (including Labrador), and Panama by publishers or registered news agents.

Printed matter (including second-class matter, except when mailed by publishers or registered news agents to certain countries, as explained in Notes. For all foreign destinations, 1½ cents each 2 ounces or fraction. *Limit of weight*—4 pounds 6 ounces in general and 6 pounds 9 ounces for single volumes of printed books, except in the case of the countries (other than Canada and Newfoundland) under the item "Letters" above, where the limit of weight is 8 pounds, 12 ounces in general and 11 pounds for single volumes. However, there is no limit of weight to Cuba, Mexico, Panama, and El Salvador. To Canada and Newfoundland the weight limit for prints in general is 4 pounds, 6 ounces; single volumes, 11 pounds. *Maximum dimensions*—Same as letters.

Printed matter for the blind—For all foreign destinction, 1 cent each 2 pounds 3 ounces or fraction. *Limit of weight*—11 pounds. *Dimensions*—same as for letters.

Samples of merchandise—For all foreign destinations, 1½ cents each 2 ounces or fraction, with a minimum charge of 3 cents. *Limit of weight*—11 ounces. *Dimensions*—same as letters.

Commercial papers—To all foreign destinations, 1½ cents for each 2 ounces or fraction with a minimum charge of 5 cents. *Limit of weight*—same as for printed matter in general, except to Haiti, the weight limit is 8 pounds, 12 ounces. *Dimensions*—same as for letters.

Small packets—(See the "International Postal Service Section," Official Postal Guide, for information concerning those countries to which small packets may be accepted.) 3 cents for each 2 ounces or fraction thereof, with a minimum charge of 10 cents per packet. *Limit of weight*—2 pounds 3 ounces.

Dimensions—same as for letters.

8-ounce merchandise packages—Packages of merchandise weighing 8 ounces or less, for Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Haiti, Honduras (Republic), Mexico, Newfoundland (including Labrador), Nicaragua, Panama, Paraguay, Peru, Salvador (El), Spain (and the Spanish possessions), Uruguay, and the Venezuela, 2 cents for each 2 ounces or fraction thereof, except that when the contents consist of seeds, scions, plants, cuttings, bulbs, and roots the rate is 1½ cents for each 2 ounces or fraction. (This is not parcel post, must not have customs declarations attached and must not be sealed except when addressed for delivery in Canada, in which case such package should be marked "This may be opened for postal inspection if necessary." There is also an exception with respect to sealing in the case of C. O. D. 8-ounce merchandise packages for Mexico, which may be sealed.)

Special-Delivery (Expres) Service—Is in force with the following foreign countries.

Argentina, Australia, Austria, Bahamas, Belgium, Brazil, Belize, (Br. Hond.), British Guiana, Canada, Chile, China, Cuba, Czechoslovakia, Danzig, Denmark, Dominican Rep., Ecuador, Egypt, Estonia, Finland, France, Germany (including Saar Territory), Gibraltar, Great Britain and Northern Ireland, Guatemala, Hungary, Irish Free State, Italy and Italian colonies, Japan, Kenya and Uganda, Latvia, Lithuania, Luxemburg, Mexico, Morocco (Spanish Zone), Netherlands, Newfoundland (including Labrador), Norway, Nyasaland Protectorate, Palestine, Panama, Paraguay, Poland, Portugal, St. Pierre and Miquelon, Sweden, Switzerland, Trans-Jordan, and Union of South Africa.

An article intended for special ("exprès") delivery in any of the countries mentioned above must be prepaid 20 cents, in addition to the regular postage, by United States special-delivery or other stamps affixed to the cover. There should also be affixed one of the "exprès" labels (Form 2977) or the cover must be marked boldly in red ink "Expres," directly below but never on the stamps. In some countries the service is limited to certain cities, lists of which appear under the country items in the "International Postal Service" section, Official Postal Guide. In Canada and Newfoundland the special-delivery service applies only to letters (or articles prepaid at the letter rate). In the other countries of the above list, the "exprès" feature is applicable to ordinary and registered Postal Union articles (letters, post cards, commercial papers, printed matter, samples and small packets), but not to parcel-post packages.

Parcel post packages, which are acceptable for practically all foreign countries, are subject to a postage rate of 14 cents a pound or fraction of a pound plus transit charges in many cases. (Consult postmaster relative to limits of weight, maximum dimensions and other conditions applicable to parcel post packages for foreign countries.)

CINCINNATI TIMES-STAR HOME

HOSPITAL UNIT IS ITALIAN TARGET

LINDBERGHS MAY COME BACK AFTER HAUPTMANN EXECUTION

WEATHER TO FAVOR NEW YEAR FROLICS

Borah "Build-Up" in Ohio Based on Fake Political Story

Man Will Be "Go" Signals

FIGHTER, IN LOVE, TRIES TO END LIFE

SAFE IN CAREW TOWER ROBBED

GAMBLE NAMED CIVIL SERVICE COMMISSIONER

WEST RECALLED BY GRAND JURY IN TOBO DEBUT

GOVEY LAW IS RULED INVALID BY KANSAS JURIST

"WHO DESERVES CREDIT FOR RECOVERY, FEDERAL BODIES OR PRIVATE INDUSTRY?"

LOOK FOR

28 STRAIGHT YEARS OF LEADERSHIP«

THOSE who believe that it pays to advertise (particularly in Cincinnati) used 9,272,560 lines—3,738 pages—of Display Advertising in the Times-Star during 1935 . . . a gain of 398,987 lines over 1934.

The Times-Star carried 3,997,355 lines more than Cincinnati's other Evening newspaper, 5,139,274 lines more than the only Morning newspaper, 5,498,712 lines more than the Sunday newspaper, and 1,365,426 lines more than the Morning and Sunday newspaper combined.

Not only is this the 28th straight year in which the Times-Star has led in Total Display Advertising; it also leads all Cincinnati newspapers in City and Suburban Circulation with 156,956; which is 26,000 more than Cincinnati's other Evening newspaper—over 81,000 more than the Morning newspaper—and almost 4,000 more than the Sunday newspaper.

The milline rate? By far the lowest. You need only the Times-Star in Cincinnati.

HULBERT TAFT, President and Editor-in-Chief

NEW YORK: Martin L. Marsh, 60 East 42nd St.

CHICAGO: Kellogg M. Patterson, 333 N. Mich.

CINCINNATI TIMES-STAR

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLEVELAND..... 900,429	News (e) **111,615**	.30	.175	(R) (AP) (†) (3¢-18¢w-$2,15) (126-12)	Cleveland Co..... D. R. Hanna. Jr., Pres.	Earle Martin..... Hugh Kane	Harry O'Rourke..... Ed Bang (sp)	C. F. McCahill (bm). J. V. Madigan (cm)	Leo. P. Doyle, Dir... G. F. Disney (local) E. Hessenmueller (cl)	W. V. Cowgill
	Plain Dealer (m) **196,302**	.42	....	(I-D) (AP, UP, US) (*S) (†) (3¢d.10¢S) (150-55a-96B)	Plain Dealer Pub. Co. B. P. Bole, Pres.	Paul Bellamy..... Nat Howard	J. Collins..... Sam Otis (sp) W. G. Vorpe (Su)	J. S. McCarrens, VP. J. A. Van Buren (bm) John Kirk (m)	Sterling E. Graham.. B. A. Collins (n) K. K Hackathorn (cl)	.....
	Sunday edition (S) **378,565**	.52	....							
	Press (e) **197,747**	.42	.275	(I) (UP) (†) (3¢-$2.15) (129)	Scripps Pub. Co..... John G. Meilink, Pres.	Louis B. Seltzer..... Vergil Reppeto	Norman Shaw..... Stuart M. Bell (sp)	John G. Meilink (bm) Clem D. O'Rourke (cm)	John L. Irvin, adv.dir. W. J. Sylvester,adv.mgr. F. N. McGehee (n) E. O. Syman (cl)	.....
COLUMBUS..... 290,564	Citizen (e) **80,206**	.20	....	(I) (UP, SHNA) (†) (2¢-12¢w, 48¢m-$1.25) (129)	Nelson P. Poynter...	Nelson P. Poynter... C. F. Weimer	Albert Tederstrom... Lew Byrer (sp)	George Hicks (cm)...	W. H. Gladmond.... E. H. Hart (n) Arthur Mochel (cl)	W. W. Wever
	Dispatch (e) **147,721**	.28	.20	(I) (AP, INS) (†) (1¢d, 10¢S) (113).	Dispatch Ptg. Co.... H. P. Wolfe, Pres.	Arthur C. Johnson,Sr. Norman E. Kuehner	Geo. Smallsreed..... E. H. Penisten (sp) A. C. Johnson, Jr. (Su)	A. E. Campbell (bm). C. S. Wilson (cm)	Harvey R. Young.... Lewis B. Hill (n) Chas. T. Harden (cl)	A. D. Hartung
	Sunday edition (S) **114,074**	.28	.20							
	Hilltop Record (e) 8,511	.045	....	(I) (J) (2¢-5¢w) (82)	C. C. Hartley.....	John Wolfe.....	.....	C. C. Hartley.....	C. C. Hartley(n).... Helen Hastings (cl)	Henry Jones
	Ohio State Journal (m) 49,652	.13	....	(R) (AP) (†) (3¢) (137)	Ohio State Journal Co. Edgar T. Wolfe, Pres.-Pub.	J. A. Meckstroth.... Kenneth D. Tooill	Chas. Cummings..... Bob Hooey (sp)	Walter J. Reck..... W. H. Rible (bm) J. H. Galloway (cm).	W. W. Pierce, Jr..... Dick Jemison (n) H. L. Thomas (cl)	C. Tessier
	Sunday Star (S) 67,350	.15	....	(I) (5¢-$3.50) (60-62-42)	Star Co., Inc..... H. A. White, Pres.	Howard A. White....	.....	.....	.....	.....
CONNEAUT..... 9,683	News-Herald (e) 3,648	.0225	.02	(R) (UP) (J) (2¢-12¢w-$1) (36)	C. A. Rowley.....	Earl Hankins.....	Chas. Miller..... James Mohan (sp)	J. W. Quigley.....	George Shultis.....	Herbert Hogan D. Southwick (j)
COSHOCTON..... 10,908	Tribune (e) **6,743x**	.04	....	(I) (INS, UP) (3¢) (36)	Tribune Co..... L. M. Wallace,Pres.	Robt. B. Wallace (me)	Lester S. Boyd..... Ed Ryan (sp)	L. M. Wallace..... Sam W. Gosser (cm)	C. S. Siegrist..... N. B. Hall (n) M. T. Dawson (cl)	W. Strasser
	Sunday edition (S) **6,720x**	.04	....							
COVINGTON..... 1,880	Stillwater Valley News (e) 1,840	.03	.025	(I) (INS) (J) (1¢-20¢m) (40)	H. C. Marlin.....	H. C. Marlin.....	.....	.....	H. C. Marlin (n).....	W. H. Wallace
DAYTON..... 200,982 225,609 (City Zone)	Herald (e) **49,858**	.10	....	(I) (UP) (3¢-18¢w, 78¢m-$2.10) (137)	Journal-Herald Pub. Co. L.B.Rock,Pres.-Pub.	Dwight E. Young....	Ednor M. Rossiter (e) R. E. Husted (sp-e)	A. J. Wilson, Treas.. Harry H. Irish (cm)	R. C. Smith (retail-e) J. J. Doyle (n)..... John Sweeterman (cl) L. G. Nicholai (retail-ms)	Thos. F. Gougarty
	Journal (m) **23,868**	.08	....	(I-R) (AP) (3¢-15¢w, 65¢m-$2.10) (137)	Journal-Herald Pub. Co. L.B.Rock,Pres.-Pub.	Dwight E. Young....	James Long (m)..... Jake Frong (sp-m)	.....		
	Sunday edition (S) **56,614**	.10	....							
	News (e) **61,743**	.12	.084	(I-D) (AP, UP, NYHT, NANA) (†) (3¢-18¢w, 7¢S; 78¢m, 35¢Sm-$2.10) (126)	News Pub. Co..... James M. Cox, Pres.-Pub.	Walter Locke..... D. E. Kumler	J. J. Connors..... Simon Burick (sp) Howard Burba (Su)	James M. Cox, Jr. asst. pub. Clenn L. Cox (cm)	Robert A. Wolfe..... Hughlett Hollyday, Jr. (n) Joseph H. Kelly (cl)	Oscar Haslett
	Sunday edition (S) **56,691**	.10	.076							
DEFIANCE..... 8,816	Crescent-News (e) 4,027	.025	.025	(I) (INS) (3¢-12½¢w) (104-4)	Crescent Ptg. Co.... L. O. Tustison,Pres.	Ralph W. Peters.....	Ralph W. Peters..... Homer J. Schutt (sp)	Lee O. Tustison.....	Lloyd V. Tuttle..... L. O. Tustison (n) Pauline Weaver (cl)	Ralph W. Warren
DELAWARE..... 8,675	Gazette (e) 3,217	.02	.016	(I) (INS) (J) (2¢-12¢w, 48¢m-$1) (36)	W. D. Thomson.....	W. D. Thomson.....	W. J. Campbell..... H. C. Thomson (sp)	W. D. Thomson..... N. Decker (cm)	Wm. Zimmer..... M. T. Gay (n)	O. B. Case
DELPHOS..... 5,672	Herald (e) 1,328	....	....	(I) (UP) (J) (3¢) (82)	Delphos P. & P. Co.. Arnold B. King, Pres.	A. J. Laudick.....	.....	L. C. Laudick.....	.....	.....
	Daily and Semi-Weekly (e) 2,453	.025	....							
DENNISON..... 4,529	Paragraph (e) 1,790	.025	....	(D) (AP) (J) (2¢) (82)	W. A. Macdonald....	John Stratton.....	.....	H. S. Rinehart.....	C. E. Russell.....	.....
DOVER..... 9,716	Reporter (e) 7,239	.035	.025	(I) (INS) (J) (2¢-10¢w-$1) (40)	Tuscarawas Pub. Co. A. A. Hoopingarner, Pub.	A. A. Hoopingarner.. H. C. Hagloch	Clyde Shaffer (sp)...	Edw. Schoelles (bm). J. A. Burns (cm)	David Lindberg..... Paul Carruth (cl)	C. R. Smith
EAST LIVERPOOL 23,329 29,003 (City Zone)	Review (e) **11,887x**	.045	.045	(R) (AP, INS, UP) (2¢-12¢w, 48¢m-$1) (36)	East Liverpool Pub. Co. L. H. Brush, Pres.	Clayton G. Horn....	Howard J. Kaufman. Karl J. McElroy (sp)	Roy D. Moore..... C. V. Hughes (bm) Ralph Deshler (cm)	C. G. Linham..... C. V. Hughes (n) Bernard Aureden (cl)	Walter Hiblock
EAST PALESTINE 5,218	Leader (e) 1,645	.025	....	(I-R) (UP) (2¢-10¢w-$1) (82)	C. L. Merwin.....	R. W. Merwin.....	.....	R. W. Merwin.....	.....	Geo. McCarthy R. W. Merwin
ELYRIA..... 25,633	Chronicle-Telegram (e) **10,059**	.045	.03	(I-R) (UP) (3¢-15¢w, 60¢m-$2) (36)	Lorain County P. & P. Co. A. C. Hudnutt, Pres.	J. Clare George.....	J. Clare George.....	A. C. Hudnutt..... C. R. Stokley (cm)	L. F. Reisinger.....	L. F. Kreeger
FINDLAY..... 19,363	Republican-Courier (m) **11,045**	.045	....	(I) (AP, UP, INS) (3¢-12¢w-$1.42) (36)	Findlay Pub. Co..... I. N. Heminger, Pres.	R. L. Heminger..... H. A. Fish	A. D. Groves (sp)....	I. N. Heminger (bm). John R. Schuck (cm)	Leo W. Jaqua..... Edna Decker (n) R. C. Houston (cl)	Frank Camp
FOSTORIA..... 12,790	Review (e) **2,223**	.02	....	(R) (UP) (†) (J) (3¢-12¢w, 48¢m-$1.50) (41)	Review Ptg. Co..... E. M. Hopkins,Pres.	E. M. Hopkins.....	Hal E. Stout..... V. E. Switzer (sp)	E. M. Hopkins..... Robert Frehse (cm)	E. M. Hopkins..... V. E. Switzer (cl)	W. E. Strange A. R. Winkler (j)
	Times (e) 3,186	.025	.021	(I-D) (INS) (†) (J) (3¢-12¢w, 48¢m-$2.50) (36)	Stanton Carle.....	Albert S. Bryan..... Stanton Carle	Albert S. Bryan.....	Stanton Carle..... Estelle Hicks (cm)	Eloda Chamberlin... Gertrude Kelbley (n)	Ray Hartsook
FREMONT..... 13,422	Messenger (e) **5,287**	.03	.025	(D) (AP) (†) (2¢-12¢w-$1) (41)	L. E. Kinn, Pres.... F. J. Daubel, Pub.	Wm. F. Hedrick..... F. J. Daubel	Wm. F. Hedrick..... Leaman Faris (sp)	F. J. Daubel..... Jack Ambrose (cm)	H. J. Davis.....	A. E. Clucker
	News (e) **3,701**	.02	.02	(I) (UP) (†) (2¢-12¢w-$50¢) (36)	Wrigley Bros. Ptg. Co. A. L. Wrigley, Pres.	.....	Monroe Glats.....	A. L. Wrigley.....	P. E. Ochs.....	Laurel Hawk
GALION..... 7,674	Inquirer (e) 2,490	.03	.03	(D) (UP) (J) (3¢-15¢w-$2) (40)	Inquirer Ptg. Co.... Edgar Koehl, Pres.	G. W. Etsinger.....	G. W. Etsinger.....	W. L. Goshorn (bm). C. E. Cram (cm)	C. S. Rinehart..... L. E. Smith (n)	Fred W. Tullis M. G. Fisher (j)
GALLIPOLIS..... 7,104	Tribune (e) 2,410	.03	.025	(I-R) (AP) (J) (3¢-10¢w, 35¢m-$1.50) (82)	H. W. Wetherholt...	H. W. Wetherholt... E. W. Mauck	E. W. Mauck..... Robt. Cornwell (sp)	H. W. Wetherholt... Ruth Richards (cm)	H. W. Wetherholt...	E. Coder C. H. Booton (j)
GENEVA..... 3,791	Free Press (e) 1,971	.02	.016	(R) (2¢-12¢w-$1) (36)	C. A. Rowley.....	C. A. Bonsor.....	Edgar Hickok.....	C. A. Bonsor (bm)... Ray Fisher (cm)	W. W. Roseberry.... Nancy Weints (cl)	W. C. Edy
GREENFIELD.... 3,871	Times (e) 2,750	.03	.03	(I) (INS) (J) (2¢) (82)	C. Carlton Hartley..	C. C. Hartley.....	Pat Shrock.....	C. C. Hartley..... E. F. Hartley	C. C. Hartley.....	A. W. Lucas C. S. Clouser (j)
GREENVILLE.... 7,036	Advocate (e) 5,509	.035	....	(I-D) (UP) (†) (J) (2¢) (36)	Advocate Co..... Wm. A. Browne, Jr., Pub.	W. A. Browne, Jr....	David Deardourff...	Walter E. Browne... Clarence Movey (cm)	Wm. A. Browne, III.	Fred Kerby
HAMILTON..... 52,176	Journal-News (e) **16,404**	.06	.053	(I) (AP) (2¢-12¢w, 50¢m-$1.50) (36)	Journal Pub. Co..... Homer Gard, Pres.-Pub.	C. A. Leiter.....	Hosmer Grosvenor... Richard Connelly (sp)	Homer Gard..... L. R. Hensley & G. E. Holdefer (bm) F. A. Brown (cm)	L. R. Hensley.....	John W. Strange
IRONTON..... 16,621	Tribune (e) **5,888**	.04	.036	(R) (AP) (3¢d, 5¢S) (36)	Tribune Pub. Co.... L. H. Brush, Pres. F. B. Moore, Pub.	F. B. Moore.....	K. J. Barron.....	F. B. Moore..... J. M. Gorman (cm)	C. A. Walker..... B. A. Wyatt (n) D. A. Metzger (cl)	C. Feil
	Sunday edition (S) **5,711**	.04	.036							

(*Continued on page 82*)

NEW YORK	CLEVELAND	SAN FRANCISCO
CHICAGO	ST. LOUIS	MILWAUKEE
PHILADELPHIA	BALTIMORE	BUFFALO
DETROIT	BOSTON	WASHINGTON
LOS ANGELES	PITTSBURGH	MINNEAPOLIS

Check the One Big City That Has Only One Sunday Newspaper

Know in advance just what the public response will be to your nation-wide campaign.

How can you be sure?

Out of the first fifteen big city markets in this country there is one and only one where a test can be made with the assurance of obtaining complete and undivided market coverage with only one newspaper.

That market is Cleveland—a market that you can cover in its entirety, not a half or a third of it, by using just one publication—where nearly three million people in Northern Ohio are Cleveland-minded.

With Cleveland's diversified industry, such a test is a dependable guide to general buying tendencies.

Keep in mind that this is a major rather than a minor market, where you can get large enough response to make the test worth while.

Here, then, is the one place that you can obtain exclusive and complete Sunday coverage by using only one newspaper, and that newspaper is the Sunday Plain Dealer—the only Sunday newspaper published in Cleveland—and with a milline rate among the very lowest in the country.

Don't guess in 1936—try out your campaign in Cleveland and know that your copy is right, for this is the only city among the first fifteen that does not have two or more Sunday newspapers.

Your possibilities here will really surprise you—let us send you the facts.

CLEVELAND PLAIN DEALER

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
KENTON	Democrat									
7,069	(e) 2,525	.015	....	(D) (UP) (3¢) (none)	C. E. Flanagan	C. E. Flanagan		J. P. Siemon (cm)	G. Moore (n)	D. A. Flanagan
	News-Republican									
	(e) 3,010	.015	....	(R) (INS) (J) (3¢) (36)	Republican Co. E. E. Rutledge, Pres.	E. E. Rutledge	E. S. Rutledge	E. E. Rutledge		
LANCASTER	Eagle									
18,610	(e) **6,937**	.03	.03	(I) (AP) (J) (2¢-12¢w, 50¢m)	Eagle Ptg. Co., Inc. Chas. Wetzler, Pres.	Cal Lyon	Pairan Hazelton W. Kilburger (sp)	Ralph Seiber (bm) Nellie Kocher (cm)	John McGiffin C. D. Keller (c)	Donald Heft Neil Eisele (j)
	Gazette									
	(e) **7,012**	.035	.03	(I) (UP) (2¢-12¢w, 50¢m) (41)	Gazette Ptg. Co. W. V. Fisher, Pres.	Richard Mattox	A. M. Whitmer Carl Lehman (sp)	C. J. Beach T. J. Beach (cm)	W. C. Beach Geo. W. Hartt (n) Carl Plasterer (cl)	Emil Tobin
LEBANON	Western Star									
3,222	(e) 3,127	.025	.021	(R) (INS) (2¢-12¢w) (41)	Brown Pub. Co. C. J. Brown, Pres. G. H. Townsley, Pub.	G. H. Townsley	M. C. Hutchinson S. Fred (sp)	G. H. Townsley	Don H. Kemper	H. M. Townsley
LIMA	News									
42,287	(e) **21,976**	.08	.07	(D) (AP,UP) (3¢-15¢w, 65¢m- $1.25d, $3S) (29)	News Pub. Co. L. S. Galvin, Pres.-Pub.	Earl R. Leach	W. H. Hagen W. E. Snypp (sp)	R. F. Corcoran (bm) A. B. Candler (cm)	C. B. Hinkle A. J. Gruber (n) Wayne Current (cl)	A. H. Tabben
	Sunday edition									
	(S) **23,164**	.08	.07							
LISBON	Journal									
3,405	(e) 1,350	.03	....	(R) (J) (82)	Buckeye Pub. Co. O. R. Peterson, Pres.	W. A. Frew		O. R. Peterson (bm)	J. S. Frew (n)	
LOGAN	News & Democrat-Sentinel									
6,080	(e) 3,000	.025	....	(2¢) (104-4)						
LORAIN	Journal & Times-Herald									
44,513	(e) **12,992**	.06	....	(I) (AP,UP) (3-¢15¢w) (41)	Journal Co. S. A. Horvitz, Pub.	Frank Maloy	Ralph Neumeyer John Saffel (sp)	S. C. Thompson Harry Hughes (cm)	C. H. Norton C. E. McCormick (cl)	L. Dickinson
MANCHESTER	Signal									
2,009	(e) 3,252	.03	.018	(R) (J) (2¢-5¢w, 20¢m) (82)	Signal Pub. Co. R. C. Wilkerson, Pres.	R. C. Wilkerson V. H. Wilkerson	R. C. Wilkerson Russell Poole (sp)	V. H. Wilkerson Willis Brown (bm)	V. H. Wilkerson (n)	Milburn Yates
MANSFIELD	News-Journal									
33,525	(e) **18,770**	.08	....	(I) (AP, UP) (†) (3¢) (41)	Journal Co. S. A. Horvitz, Pres.	G. J. Kochenderfer R. D. Lindsay	Joseph Kuebler Oscar Ruhl (sp)	John W. Graham W. W. Bowden (cm)	Howard Chernoff J. M. O'Hara (cl)	P. M. Wragg
40,067 (City Zone)										
MARIETTA	Times									
14,283	(e) **8,691**	.04	.035	(I) (UP) (3¢-15¢w, 60¢m-$2)	Times Co. Frank B. McKinney, Pres.	Frank B. McKinney	Wm. T. Lewis Irvin Beagle (sp)	Will P. McKinney L. F. Mottice (cm)	L. E. Toller L. K. Miller (n) Fred Reynolds (cl)	Cecil Echols
MARION	Star									
31,084	(e) **15,389**	.05	....	(I-R) (AP, UP, INS) (3¢-15¢w-$1.50) (36)	Harding Pub. Co. L. H. Brush, Pres.	Harry S. Elliott (ms)	W. T. Buchanan Chas. Hostetler (sp)	James C. Woods (bm) Delmas Jenkins (cm)	Gilmore Hiett R. Haberman (cl)	
MARTINS FERRY	Times									
14,254	(e) **9,862**	.045	.03	(I-R) (INS) (J) (3¢, 15¢w, $1.50) (36)	Daily Times Co. A. L. Sedgwick, Pres.	M. Aldredge		A. L. Sedgwick J. B. Dunkle (cm)	W. R. May	
MARYSVILLE	Tribune									
3,639	(e) 2,014	.02	....	(I-R) (UP) (J) (3¢) (36)	Huber Bros. & Otto.	Irwin C. Henry		J. M. Huber	J. M. Huber	J. L. Huber
MASSILLON	Independent									
26,400	(e) **9,345**	.05	....	(I-R) (AP) (2¢-10¢w-$1) (36)	Independent Co. Johns S. Knight, Pres.	C. E. Chidester	Fred Becker (sp)	E. A. Neutzenholser	K. C. DeLong Miss M. E. Cook (n)	
MECHANICSBURG	Telegram									
1,424	(e) 1,120	.025	.018	(R) (INS) (J) (1¢-5¢w-20¢m) (82)	Leon Boutwell	Leon Boutwell		Leon Boutwell	Phemie Boutwell (n)	Ralph Tobias Leon Boutwell (j)
MIDDLETOWN	Journal									
29,992	(e) **9,945**	.045	.04	(I) (AP, UP) (†) (2¢-12¢w, 50¢m) (36)	News-JournalPub.Co. J. A. Chew, Pres. E. S. Myers, Pub.	E. S. Myers Wayne Adams	R. C. Ogiesby Glenn Hansel (sp)	E. S. Myers N. J. Lawler (bm) F. W. Chew (cm)	R. S. Heller F. Ford (n) C. B. Quigley (cl)	W. J. O'Brien
	Sunday edition									
	(S) **9,187**	.045	.04							
MOUNT VERNON	Republican-News									
9,270	(e) **6,120x**	.035	.029	(R) (AP) (J) (2¢-12¢w, $1) (36)	Republican Pub. Co. E. E. Culbertson, Pres.	Juston E. Devalon	Fred Lorey R. V. Hess (sp)	L. A. Culbertson C. P. Wenger (cm)	Rusler Bell C. P. Wenger (cl)	Carl Fettig S. J. Dorgan (j)
NEWARK	Advocate & American Tribune									
30,596	(e) **14,306x**	.06	.035	(I) (AP) (J) (2¢-10¢w, 40¢m, $1) (36)	Advocate Ptg. Co. C. H. Spencer, Pres.-Pub.	C. H. Spencer F. A. Woolson	Edward Schrack	C. H. Spencer John D. Spencer (bm)	C. W. Bluthart F. W. Spencer (n)	H. E. Grigsby Richard Walker (j)
NEW LEXINGTON	News									
3,901	(e) New Daily	.03	.015	(R) (INS) (J) (2¢-10¢w) (104-4)	Galvin & Son, Inc. WayneW.Galvin,Pub. W. J. Galvin, Pres.	Clyde P. Steen		Alfred C. Yost (cm)	Alfred C. Yost	Otis White
5,021 (City Zone)										
NEW PHILADELPHIA	Times									
12,365	(e) **8,327**	.04	....	(I-D) (UP) (†) (J) (2¢-10¢w, $1) (36)	Democrat Pub. Co. J. E. Hurst, Pres.	J. E. Hurst I. Dale Empfield	I. Dale Empfield E. F. Hurst	J. E. Hurst E. F. Schumaker(cm)	D. G. Warner F. R. Hurst (cl)	F. L. Kimmel F. L. Sloe (j)
NILES	Times									
16,313	(e) 3,844	.03	....	(I) (UP) (†) (J) (3¢-15¢w, $2.10) (41)	Mahoning Valley Newspapers, Inc. J. L. Wick, Pres.-Pub.	James L. Wick			Milton I. Wick	
NORWALK	Reflector-Herald									
7,775	(e) 4,149	.025	....	(R) (UP) (J) (5¢-12½¢w, 50¢m) (36)	R. C. Snyder	Dudley A. White	Arthur E. David	Dudley A. White	Russell A. Fisher	Roman D. Simon Geo. W. Jacobs (j)
PAINESVILLE	Telegraph									
10,968	(e) **6,254**	.035	....	(R) (UP) (J) (2¢-$1, $133) (36)	Telegraph-Republican Co. C. A. Rowley, Pub.	H. E. Johnson C. A. Rowley	H. E. Johnson Ralph Ramos (sp)	H. H. Henes Chas. A. Evans (cm)	Norris Heyer Clifford Sheets (cl)	Loren Bruce H. B. Hurst (j)
PIQUA	Call									
16,009	(e) 6,337	.035	.03	(R) (UP) (3¢-15¢w) (36)	Call Pub. Co., Inc. C. F. Ridenour, Pres.	C. F. Ridenour Ray H. Heater	Kenneth Shofstahl Paul Murray (sp)	C. F. Ridenour Paul W. Stiles (bm)	Paul W. Stiles C. F. Ridenour (n) Donald Wells (cl)	Lewis Davidson
17,000 (City Zone)										
POMEROY	Tribune									
3,563	(e) 2,541	.04	.025	(R) (INS) (†) (J) (3¢-15¢w, 60¢m) (82)	Meigs Pub. Co. Theo. Ebersbach, Pres.	C. A. Schaefer Chas. Ebersbach	C. A. Schaefer	R. L. Lide (bm) J. N. Hart (cm)	R. L. Lide	Geo. Hoeflich Stephen Martin (j)
	Sunday edition									
	(S) 2,541	.04	.025							
PORTSMOUTH	Times									
42,560	(e) **18,890**	.07	.037	(R) (AP, UP, INS) (3¢-15¢w, $1.60) (36)	Times Pub. Co. L. H. Brush, Pres.	John Green	Ernest Schusky Lynn Wittenberg (sp)	R. F. Fletcher Harry E. Foehr (cm)	Vic Merson Wm. A. Good (cl)	Frank Duncan
53,304 (City Zone)	Sunday edition									
	(S) **17,729**	.07	.037							
RAVENNA	Record & Courier-Tribune									
8,019	(e) **4,505x**	.03	....	(I-R) (UP) (J) (3¢-15¢w, $1.50) (36)	E. C. Dix, Pres. A. V. Dix, Pub.	A. R. Sicuro A. V. Dix	A. R. Sicuro	A. V. Dix Wm. E. Langell (cm)	Wayne J. Talbert	C. E. Nodine F. D. Engelhard (j)
ST. MARYS	Leader									
5,433	(e) 2,425	.025	.02	(I) (UP) (J) (2¢-12¢w) (41)	Leader Ptg. Co. A. C. Buss, Pres.	A. C. Buss	K. C. Geiger	A. C. Buss H. M. Blair (cm)	H. M. Blair	H. W. Buss
ST. PARIS	News-Dispatch									
1,177	(e) 2,832	.025	....	(I) (INS) (J) (3¢) (82).	H. E. Cook	H. E. Cook		H. E. Cook J. H. Lehman (cm)	H. E. Cook, Jr.	L. E. Brown
SALEM	News									
10,622	(e) **4,023**	.025	.021	(R) (AP, UP, INS) (J) (3¢-15¢w, $2) (36)	Salem Pub. Co. L. H. Brush, Pres. R. W. Hawley, Pub.	R. W. Hawley F. J. Wise		R. W. Hawley R. J. Ketterer (cm)	C. L. Smith G. W. Rogers (cl)	C. C. Riester (j)
SANDUSKY	News									
24,622	(e) 6,178	.045	.043	(I) (AP) (†) (3¢-10¢w) (82)	News Pub. Co. C. A. Frye, Pres. David Gibson, Pub.	Russell H. Hopkins	C. C. Slocum Stewart Wallace (sp)	C. A. Frye (bm) N. R. Olds (cm)	P. G. Lane W. A. Wickes (n) E. A. Schaffer (cl)	E. C. Young
	Register									
	(m) **7,239**	....	....	(R) (AP) (3¢-15¢w, 65¢m, $1.65) (36)	Sandusky News-papers, Inc. R. C. Snyder, Pres.	R. C. Snyder (m) E. F. Walrath (e)	Paul Heiberger (m) E. L. Ways (e) Mel Harmon (sp-m) Clayton Irwin (sp-e)	R. C. Snyder John D. Mack (bm) Lambert Liddell (cm)	R. C. Snyder Chauncey Lake (cl)	Carl Hautz
	Star-Journal									
	(e) **5,160**	....	....	(D) (UP) (3¢-15¢w, 65¢m, $1.66) (36)						
	Combined Daily									
	(me) **12,399**	.07	.045	(20¢w, 87¢m, mes)						
	Sunday edition									
	(S) **8,465**	....	....							
	Evening & Sunday									
	(es)	.07	.045							
SHELBY	Globe									
6,198	(e) 2,250	.03	....	(I) (INS, UP) (J) (2¢) (40)	Stambaugh & Stambaugh	R. L. Castor		J. C. Stambaugh	J. C. Stambaugh	
SIDNEY	News									
9,301	(e) 4,650	.025	....	(D) (INS) (J) (none)	Sidney P. & P. Co. E. C. Amos, Pres.	J. O. Amos	H. A. Amos	E. C. Amos W. T. Amos (bm)	E. C. Amos	F. A. Taubkies

(*Continued on page 84*)

One Newspaper

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Is All You Need

In The Quarter Billion Dollar Columbus Market

Columbus Dispatch Circulation — *vs* — **Columbus Merchants Charge Accounts**

Each dot on map represents 10 Dispatch subscribers
DISPATCH CIRCULATION
ABC - Six Months' Daily Average Ending September 30, 1935

147,721

COLUMBUS RETAIL MERCHANTS' CHARGE ACCOUNTS
Each dot in above map represents 10 individual charge accounts in the Columbus Stores on file in Columbus Retail Merchants Association totaling

95,440 CHARGE ACCOUNTS

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
SPRINGFIELD... 68,835	News (e) **16,824**	....	....	(I-D) (AP, UP, INS) (3¢-18¢w, 7¢S, $2.16d, $5.25S) (126)	Springfield Newspapers, Inc. James M. Cox, Pres. Edgar Morris, Pub.	Edgar Morris..... Bert A. Teeters	.....	Edgar Morris..... Earl C. Merideth(em)	C. G. Schaefer..... W. H. Baird (n) Raymond Beckman(cl)	.....
	Sun (m) **15,666**	....	....							
	Combined Daily (me) **32,490**	.10	.0965							
	Sunday edition (S) **23,463**	.095	.09							
STEUBENVILLE.. 35,422	Herald-Star (e) **20,475**	.07	.07	(I-R) (AP, UP, INS) (2¢-12¢w, 48¢m, $1) (137)	Herald Ptg. Co..... L. H. Brush, Pres.	N. Edw. Worstall....	John Adams..... Wm. Workman (sp)	Roy D. Moore..... Herb.W. Nichols(bm) Geo. Gilmore (cm)	Joseph D. Long..... Wm. Cox (cl)	.....
TIFFIN..... 16,428	Advertiser-Tribune (e) 7,299	.035	.032	(I) (UP) (J) (3¢-12¢w) (36)	Advertiser-Tribune Co. E. T. Rogers, Pres.	John H. Thompson..	R. H. Keller..... Jesse Williams (sp)	E. T. Rodgers..... Ivan Hesson (cm)	Ivan Hesson.....	Glen Ferris Ray Gorsuch (j)
TOLEDO..... 290,718 320,484 (City Zone)	Blade (e) **136,153**	.36	....	(I-R) (AP, INS) (†) (2¢-12¢w-$1.25) (14)	Toledo Blade Co..... Paul Block, Pres.-Pub.	Grove Patterson..... C. R. Corbin	Fred Mollenkopf..... Robt. A. French (sp)	S. C. Spear (bm)..... F. S. Newell (cm)	W. E. Myers..... F. E. Cottrell (n) L. E. Newmyer (cl)	E. P. Doyle
	News-Bee (e) **66,192**	.22	.105	(I) (UP) (†) (2¢-12¢w, 55¢m-$1.33) (129)	Toledo Newspaper Co. J. G. Meilink, Pres.	Carlton K. Matson.. Paul Evenstad	Charles Carson..... Frank Buckley (sp)	W. C. Coutney (bm). Glen L. Morrison(em)	Plez R. Pettit..... H. C. Aldridge (n) Burley Laurimore (cl)	.....
	Times (m) 20,102	.10	.075	(I-R) (AP, US) ($ S) (†) (3¢d, 10¢S) (14)	Times Pub. Co..... Paul Block, Pres.	Harold H. Hartley (me)	L. O. Harshman..... Paul Schrader (sp)	R. C. Patterson..... D. A. Wiley (bm) F. S. Newell (cm)	C. J. Tefft..... D. A. Wiley (n)	Leo Long
	Sunday edition (S) 52,547	.18	.13							
TORONTO..... 7,045	Tribune (e) 2,781	.0255	.0255	(I) (2¢-12¢w-$1) (82)	Forrest Richmond...	Forrest Richmond...	.....	.....	.....	.....
TROY..... 8,675	News (e) 2,969	.02	.019	(R) (UP) (J) (3¢-15¢w-$2) (36)	Miami Union Pub. Co. A. C. McClung, Pres.	R. D. Steinmetz.....	W. J. Miller..... Clyde Marr (sp)	A. C. McClung..... H. Mattocks (cm)	Chas. Mattocks..... A. C. McClung (n) K. Howe (cl)	L. A. Compton E. C. Dilts (j)
UHRICHSVILLE.. 6,437	Chronicle (e) 3,039	.02	.017	(R) (INS) (2¢-10¢w-$1) (36)	Chronicle Co..... F. S. McCloy, Pres.	Don W. Stoutt.....	.....	Don W. Stoutt (bm).	Wm. H. Stoutt.....	J. F. Derry
UPPER SANDUSKY 3,885	Chief (e) 2,791	.02	.017	(D) (UP) (J) (3¢-11¢w) (104–4)	Chief Pub. Co..... S. W. Martin, Pres.	Nelson J. Rall.....	Paul Creger.....	.....	Paul Creger.....	Wallace Stein Frank Bowman (j)
	Union (e) 2,187	.015	....	(R) (AP) (J) (3¢) (26)	Wyandot Union Pub. Co.	L. M. Newcomer....	.....	.....	.....	.....
URBANA..... 7,743	Citizen (e) 4,325	.025	.02	(I) (UP) (J) (3¢-15¢w-$1.50)	Gaumer Pub. Co.... C. F. Ridenour, Pres.	Herman E. Harner...	John Zook..... W. Whitham (sp)	Herman Harner..... L. Haslep (cm)	L. C. Hovey..... L. Kavanaugh (n) John Greis (cl)	Lyman Thomas Walter Upham (j)
VAN WERT..... 8,472	Bulletin (e) 2,910	.015	....	(R) (INS) (J) (2¢) (104–4)	J. H. Foster's Sons..	C. Foster.....	.....	J. H. Foster (bm)....	C. Foster.....	.....
	Times (e) 2,830	.02	....	(I-D) (UP) (J) (2¢-10¢w, 40¢m-$1) (41)	Ford G. Owens.....	Ford G. Owens..... Julius Chandler	Howard Draving (sp)	Ford G. Owens..... A. C. Feigert (cm)	A. C. Feigert..... H. E. Steward (cl)	Ira Redlinger R. Crosby (j)
WAPAKONETA... 5,378	News (e) 3,420	.03	.025	(I) (UP) (J) (3¢) (none)	Democrat Ptg. Co... C. K. Rockwell, Pres.	C. K. Rockwell.....	R. P. Melching.....	C. K. Rockwell.....	.....	.....
WARREN..... 41,062	Tribune-Chronicle (e) **13,523**	.055	....	(R) (AP) (3¢-18¢w-$2) (41)	Tribune Co..... Mrs. Zell Hart Deming, Pres.	Thomas H. Deming..	StanleyE. Hart..... Tommy Thompson (sp)	Mrs. Zell H. Deming.. Clarence E. Gilliam (bm)	Harry R. Farrell..... Mary Louise Rice (cl)	R. M. O'Conner
WASHINGTON C. H. 8,426	Herald (e) 3,577	.025	.025	(I) (AP) (3¢-12¢w) (41)	Herald Pub. Co..... Jos. H. Hayes, Pres.	Joseph H. Hayes..... H. S. Hayes	B. E. Kelly..... Don Easter (sp)	Jos. H. Hayes..... R. E. McCoy (bm)	R. E. McCoy.....	U. R. Mitchen
WELLSTON..... 5,319	Sentinel (e)	.035	....	(R) (UP) (J) (2¢) (40)	Sentinel Pub. Co.....	G. Morrow.....	.....	W. E. Thomas (bm). K. Bentine (cm)	W. E. Thomas (n)...	R. Bartholomew
WELLSVILLE... 7,956	News (e) 3,439	.03	....	(I) (UP) (J) (2¢) (82)	Geo. C. Davis.....	Dan Thompson.....	D. P. Thomspon (sp)	C. Harrison Vaughn.	C. H. Vaughn.....	F. W. Davis
WILMINGTON... 5,332	News-Journal (e) 4,061	.025	.018	(R) (AP) (J) (3¢-15¢w-$1.50) (29)	News-Journal Co.... W. J. Galvin, Pres.-Pub.	W. J. Galvin.....	R. F. Appel..... Robt. McNemar (sp)	Wayne W. Galvin... N. M. Mills (cm)	H. P. Hatch..... N. M. Mills (n) R. C. Stratton (cl)	R. Thatcher W. B. Hansford (j)
WOOSTER..... 10,742	Record (e) **9,404**	.04	.025	(I) (INS) (3¢-18¢w-$2) (36)	E. C. Dix, Pres.-Pub.	E. C. Dix..... E. H. Hauenstein	Harold Murray.....	E. C. Dix..... Raymond Dix (bm) John A. Flood (cm)	Raymond Dix..... E. C. Dix (n) Arthur West (cl)	Don Conrad
XENIA..... 10,507	Gazette (e) 5,030	.03	.025	(R) (UP) (†) (3¢-15¢w, 60¢m) (36)	Chew Pub. Co..... J. A. Chew, Prps.-Pub.	R. A. Higgins.....	Phil Frame (sp).....	E. S. Myers..... J. C. Curry (cm)	C. E. Flora..... H. Creamer (n)	C. A. Swartz
YOUNGSTOWN... 170,004	Telegram (e) **24,516**	.11	....	(I) (UP) (3¢-18¢w-$2) (129)	Telegram Co..... J. G. Meilink, Pres.	Lowell L. Leake..... Jas. A. Rowan (news)	Jack Orr..... James Rayen (sp)	Urban J. Kraemer(bm) Harold C. Cully (cm)	Allen Martin..... Harry E. Harper (n) Harry R. Craig (cl)	.....
	Vindicator (e) **39,504**	.13	....	(I-D) (AP, INS) ($ S) (†) (3¢d, 10¢S) (78)	Vindicator Ptg. Co... J. H. Clarke, Pres.	Wm. F. Maag, Jr.... Geo. Madtes.....	Wm. L. Powers..... Frank E. Ward (sp) Arthur D. Maag (Su)	Wm. F. Maag, Jr.... W. O. Brown (bm) B. M. Knight (cm)	W. O. Brown..... Harold B. Burtt (cl)	.....
	Sunday edition (S) **39,185**	.13	....							
ZANESVILLE..... 36,440	Signal (e) **7,915**	....	....	(D) (AP) (3¢-12½¢w) (36)	Zanesville Pub. Co... W. O. Littick, Pres.	W. O. Littick..... Fred L. Bohn (me-e) C. E. Granger (me-m)	C. E. O'Donnell (e).. E. V. Cotter (m) Allan Gonder (sp-e) H. E. Spencer (sp-m) Harry Bassham (Su)	O. B. Littick..... H. C. Littick (bm) C. L. Sink (cm)	Con S. Nelson..... M. M. Dosch (n) Francis Dosch (cl)	Wm. Morris
	Times-Recorder (m) **19,768**	....	....	(R) (AP) (3¢d, 10¢S, 12½¢w) (36)						
	Combined daily (me) **27,683**	.08	.08							
	Sunday edition (S) 10,162	.035	.035	(I) (AP) (10¢) (36)						

OKLAHOMA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ADA..... 11,261	News (m) 5,043	.04	.03	(D) (AP) (J) (3¢-15¢w, 50¢m, $1) (54)	News P. & P. Co.... W. D. Little, Pub. B. Norrell, Pres.	W. L. Little..... Byron Norrell	Roy S. McKeown.... Ferdie Deering (sp) Byron Norrell (Su)	W. D. Little..... L. A. Grant (cm)	J. Hugh Biles..... Jeff Laird (n) Ruth Collins (cl)	T. W. Brydia
	Sunday edition (S) 5,043	.04	.03							
	Times (m)	.03	.025	(D) (†) (J) (2¢-10¢w, 40¢m, $1) (26)	L. G. Hardy.....	S. Hardy..... L. G. Hardy	S. Hardy..... L. G. Hardy (sp)	L. G. Hardy..... C. F. Franklin (cm)	Jack Oldham.....	S. Hardy
	Sunday edition (S)	.03	.025							
ALTUS..... 8,439	Times-Democrat (e) 4,475	.04	....	(I) (UP) (J) (55-148)	Altus Pub. Co..... H. Wimberly, Pres.	H. Wimberly.....	.....	H. Wimberly..... J. House (cm)	Frank Pfeiffer (n)....	.....
	Sunday edition (S) 4,475	.04	....							
ALVA..... 5,121	Record (m) 2,387	.03	....	(I) (AP) (J) (5¢, 10¢w) (26)	A. W. Doughty, Pub.	O. F. Cayce.....	Jack Mayfield.....	A. W. Doughty..... R. F. Kirkpatrick (cm)	C. C. Brown.....	J. C. McConnell B. Delhotel (j)
	Sunday edition (S) 2,387	.03	....							
	Review-Courier (e) 3,012	.03	....	(I) (UP) (J) (5¢-10¢w, 40¢m) (55-148)	H. T. Newton.....	H. T. Newton.....	Robert Bright..... Brooks Bicknell (sp)	H. T. Newton..... Al Kavanaugh (bm) Byron Newton (cm)	Al Kavanaugh..... Dorothy Murphy (cl)	Chain Weaver E. M. Barker (j)
	Sunday edition (S) 3,012	.03	....							
ANADARKO..... 5,036	American-Democrat (e) 3,167	.03	....	(D) (AP) (J) (55)...	N. T. Plummer.....	W. G. Gray.....	.....	W. G. Gray.....	.....	A. Smith
	News (e)	.03	....	(D) (J) (26).....	News Pub. Co.....	Bob Knisseley.....	.....	Ira Tonkinson (bm)..	W. C. Moore.....	.....

(*Continued on page* 85)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ARDMORE	Ardmoreite									
15,741	(e) **7,444x**	.055	....	(I-D) (AP) (†) (5¢-15¢w, 65¢m) (76)	Ardmoreite Pub. Co., J. F. Easley, Pres.	John F. Easley M. E. McWilliams	M. E. McWilliams Bill Fisher (sp)	Ernest P. Riesen W. F. Spearman)cm)	Harry Arnold E. Riesen(n) L. Paxton (cl)	M. M. Bromlett
	Sunday edition (S) **7,550x**	.055	....							
	Democrat 3,618	.03	....	(D) (UP) (J) (55)	Herbert J. Pate	Herbert J. Pate Wayne W. Welch	Fountain Brower George B. Hill (sp)	R. W. Combs (cm)	Wayne W. Welch M. G. Pate (n) B. Evans (cl)	E. W. Terry G. Dennis (j)
BARTLESVILLE	Enterprise									
14,763	(e) **5,065**	.03	.03	(R) (AP) (†) (3¢-15¢w, 65¢m-$1.50) (76)	Bartlesville Pub. Co. Pearl E. Leach, Pres.	E. L. Cartlidge Pearl E. Leach	A. B. Hamlin R. A. Hamlin (sp)	Pearl E. Leach L. F. Wright (bm) P. S. Fernald (cm)	E. L. Cartlidge Cathrine Wilhelm (cl)	B. L. Grubb
	Examiner (m) **5,552**	.03	.03	(I) (AP) (J) (5¢-15¢w, 65¢m-$2) (54)	Examiner Co. N. D. Welty, Pres.	N. D. Welty Newell G. Welty	J. J. Speak Tom Lobaugh (sp)	N. D. Welty Don R. Welty (bm) W. R. Cooper (cm)	Don R. Welty Marjorie McMurtry (cl)	C. D. Campbell
	Sunday edition (S) **5,691**	.03	.03							
BLACKWELL	Journal									
10,082	(e) **6,255**	.03	.025	(I) (AP, UP) (†) (2¢-10¢w, 45¢m-$3½¢) (55)	Journal Pub. Co. E. M. McIntyre, Pub.	W. F. Bickford	W. G. McKelvey E. T. Barber (sp) W. F. Bickford (Su)	E. M. McIntyre E. V. Capps (cm)	E. E. Johnson E. M. McIntyre (n) Cecil Miller (cl)	L. Donahue
	Sunday edition (S) **6,269**	.03	....							
	Tribune (m) **7,231**	.07	.06	(D) (AP) (†) (3¢-15¢w, 65¢m) (86)	Tribune Pub. Co. C. R. Bellatti, Pres.	C. R. Bellatti R. M. Bellatti		C. R. Bellatti L. F. Bellatti (cm)	T. L. Tetirick	A. C. Fink
	Sunday edition (S) **7,233**	.07	.06							
BRISTOW	Record									
6,619	(e) 2,056	.035	.035	(I) (AP) (J) (5¢w-65¢m-$2.50 (none)	Bristow Record Co. L. M. Nichols, Pub.-Pres.	L. M. Nichols H. T. Chambers	Tant Burchielf	L. M. Nichols H. T. Chambers (bm) J. L. Stucker (cm)	Guy Millard Irene Dumas (cl)	E. Lessley J. Turek (j)
CHICKASHA	Express									
14,099	(e) 5,230	.04	.04	(D) (AP), UP) (3¢-15¢w, 60¢m) (55-148)	Evans & Vandivier	George H. Evans Al Wilson	George Crouse (sp)	Dave Vandivier B. Carder (cm)	George Dismukes Dale Nease (n) Lacy Oaks (cl)	C. Rhode
	Sunday edition (S) 5,230	.04	.04							
CLAREMORE	Messenger									
3,720	(m) 1,200	.02	....	(D) (55)	James E. Hammett			James E. Hammett		
	Sunday edition (S) 1,200	.02	....							
	Progress (e) 1,683	.025	....	(D) (112)	A. L. Kates	W. C. Kates			W. R. Kinney (n)	
CLINTON	News									
7,512	(e) 4,390	.035	.035	(I) (UP) (†) (J) (5¢-10¢w, 40¢m, $2) (55-148)	Buff B. Burtis, Pub. E. C. Pulliam, Pres.	Buff B. Burtis Davis Funderburk	Don Waters (sp)	R. E. Lindsay (bm) S. H. Rempel (cm)	R. E. Lindsay W. B. Harrison (n)	T. Page E. V. Watt (j)
	Sunday edition (S) 4,450	.035	.035							
	Times (m) 4,143	.03	....	(D) (mer) (†) (26)	Joe C. Toffelmire Tim Warren	F. F. Bell	Wendell Seba	Roger Mitchell (cm)		
	Sunday edition (S) 4,143	.03	....							
CUSHING	Citizen									
9,301	(e) 4,052	.035	....	(I-D) (UP) (†) (J) (5¢-12¢w, 50¢m) (55)	Publishing Co. of Cushing O.H.Lachenmeyer,Pres.	H. M. Lachenmeyer. G. Rust	R. Allen (sp)	O. H. Lachenmeyer G. Haley (cm)	John B. Gordon O. H. Lachenmeyer(n) W. D. Peyton (cl)	E. E. Myers
	Sunday edition (S) 4,052	.035	....							
DRUMRIGHT	Derrick									
4,972	(e) 3,469	.036	....	(D) (J) (26)	Lou S. Allard	Orville Allard		Lou S. Allard (bm)	Lou S. Allard, Jr.	
	Sunday edition (S) 3,469	.036	....							
DUNCAN	Banner									
8,363	(e) 3,783	.03	.025	(I-D) (UP) (J) (5¢-10¢w, 40-50¢m) (54)	Duncan Pub. Co. B. L. Abernethy,Pres.	B. L. Abernathy Gareth Muchmore	Arnold Court	B. L. Abernethy H. L. Pribble (cm)	J. O. Hopper J. Abernethy (n)	E. C. Hundley J. M. Bradley (j)
	Sunday edition (S) 3,783	.03	.025							
DURANT	Democrat									
7,463	(e) 3,857	.03	.025	(I) (UP) (mer) (†) (J) (5¢-10¢w, $3) (54)	Archibald & Story	R. F. Story	Wesley Dickey Bennett Story (sp)	G. W. Archibald F. Carlin (cm)	C. Allen Hill	H. H. Price
ELK CITY	News									
5,606	(e) 3,682	.03	....	(D) (UP) (†) (J) (55-148)	Elk City Pub. Co. Paul R. Wade, Pub.	Paul R. Wade			Dean Ward	
	Sunday edition (S) 3,682	.03	....							
EL RENO	Tribune									
9,384	(e) 4,471	.04	.025	(I-D) (AP, UP) (3¢-12¢w, 50¢m) (55-148)	Okla.Newspapers,Inc. Ray J. Dyer, Pub. E. C. Pulliam, Pres.	Ray J. Dyer Budge Harle		Ray J. Dyer M. E. York (bm)	M. E. York	
	Sunday edition (S) 4,471	.04	.025							
ENID	News									
26,399	(m) **12,241**	....	....	(R) (AP, UP, IN8) (†) (5¢-15¢w,comb. 25¢w, $1.50) (76)	Enid Pub. Co. M. C. Garber, Pub.	M. C. Garber T. F. Campbell	J. A. Thomas Craig Campbell (sp) M. C. Garber (Su)	Wm. M. Taylor M. T. Sexsmith (bm) C. A. Killam (cm)	E. E. Freeman M. T. Sexsmith (n) Max Bales (cl)	J. A. Cinnamon
	Eagle (e) **6,997**	....	....							
	Combined daily (me) **19,238**	.09	....							
	Sunday edition (S) **13,419**	.09	....							
FREDERICK	Leader									
4,568	(me) 3,164	.035	.028	(D) (UP) (J) (5¢-15¢w, 60¢m) (112)	Frederick Leader Co. J.L.Newland,Pub.-Pres.	J. L. Newland	Robert O. Cull	E. J. Newland (bm)	Mrs. E. B. Wiley E. J. Newland (cl)	L. M. Harris D. Pendleton (j)
GUTHRIE	Leader									
9,582	(e) 6,379	.05	.04	(I) (AP) (3¢-10¢w-$1.50) (54)	Leader Pub. Co. Raymond Fields,Pub.	Raymond Fields Gerald Curtin	Gerald Curtin Roy Hickox (sp)	Raymond Fields Audra Wilbanks (cm)	K. G. Paddock (n) A. Wilbanks (cm)	John Loveless
	Sunday edition (S) 6,379	.05	.04							
GUYMON	Panhandle Herald									
2,181	(e) 1,681	.025	.02	(D) (UP) (J) (5¢-$3) (74)	Giles E. Miller	Giles E. Miller Amos C. DeWolfe	Willis Bradshaw	Giles E. Miller Amos C. DeWolfe (bm) Geo. White, Jr. (cm)	Henry Wacker, Jr.	G. Davis
	News (e) 1,579	.02	....	(55)	Roscoe Belcher	Chester Johnson			John R. Lamond	
	Sunday edition (S) 1,579	.02	....							
HENRYETTA	Free Lance									
7,694	(e) 1,794	.036	....	(I) (J) (112)	George Riley Hall	George Riley Hall				
	Sunday edition (S)	.036	....							
	(First Sunday issue Oct 20, 1935)									
HOBART	Democrat-Chief									
4,962	(e) 3,365	.03	.03	(D) (UP, AP) (J) (5¢-15¢w, 60¢m) (55)	Paul B. McEvoy	D. C. Frost	Chas. E. Engleman	Paul B. McEvoy E. K. Livermore (cm)	R. W. Hancock Paul McEvoy (n)	C. Andrews J. B. Ryan (j)
	Sunday edition (S) 3,365	.03	....							
HOLDENVILLE	News									
7,268	(e) 3,814	.03	.025	(I-D) UP) (5¢-15¢w, 50¢m-$2.50 (55-148)	Tom R. Phillips	Tom R. Phillips G. W. Sackett	Chas. Miller G. W. Sackett (Su)	Tom R. Phillips Chas. Phillips (cm)	Wm. J. Tucker, Jr. Chas. Phillips (cl)	W. E. Raine
	Sunday edition (S) 3,814	.03	.025							
	Tribune (m) 3,882	.03	.022	(I-D) (AP) (J) (5¢-10¢w, 40¢m-$2.) (26)	W. R. Clawson, L. L. Clawson & D. E. Clawson, co-pub.	L. L. Clawson	Dave Clawson (sp)	W. R. Clawson D. E. Clawson (cm)	Byron Hays (loc.) T. S. McCarty (n)	W. Mills
	Sunday edition (S) 3,882	.03	.022							
HOLLIS	News									
2,914	(e) 2,278	.03	....	(D) (AP) (J) (26)		J. C. Rothwell		R. F. Dudley (bm)		
	Sunday edition (S) 2,278	.03	....							
HUGO	News									
5,272	(e) 1,864	.03	....	(D) (UP) (†) (J) (54)	W. E. Schooler	Ed Bennett W. E. Schooler		W. E. Schooler	W. E Schooler	
	Sunday edition (S) 1,864	.03	....							
LAWTON	Constitution									
13,121	(e) 3,872	.032	.025	(D) (UP) (†) (J) (5¢-15¢w, 65¢m-$2.50) (54)	Lawton Constitution.	Ned Shepler	J. D. Deeson Carter Waid (sp) J. D. Deeson (Su)	Fred B. Shepler Leo Renoch (cm)	W. R. Rice	R. D. Ford T. Warkentin (j)
	Sunday eidtion (S) 3,872	.035	.0321							
	Press (m) New Daily	.03	....	(26)	Homer Hedges			Homer Hedges		
	Sunday edition (S)	.03	....							

(*Continued on page 86*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MANGUM	Star									
4,806	(e) 3,363	.03	.03	(I-D) (UP) (†) (J) (5¢-12¢w, 50¢m) (55-148)	L. J. Miner	L. J. Miner J. O. Tuton	Carroll Elliott J. O. Tuton (Su)	L. J. Miner Elsie F. Polk (cm)	Robt. Richerson L. J. Miner (n) Mrs. B. L. Polk (cl)	H. Smith C. Kelley (j)
	Sunday edition (S) 3,363	.03	....							
MAUD	Enterprise									
4,326	(e) 2,278	.03	....	(I) (J) (54)	Maud Newspaper Co. F. T. Smith, Pub.	Louise Hemphill				
	Sunday edition (S) 2,278	.03	....							
McALESTER	News-Capital									
11,805	(e) 4,032x	.03	....	(I-D) AP) (J) (3¢-12¢w, 52¢m) (54)	News-Capital Co. Inc. Fred G. Cowles, Pres.	Leon R. Calonkey	Bill Green (sp)	Fred G. Cowles Lowell S. Turner (cm)	Sherman M. Goss	
MIAMI	News-Record									
8,064	(e) 5,519	.05	.045	(I)(AP)(J)(5¢)(3¢)(86)	News-Record Pub. Co. Inc.					
	Sunday edition (S) 5,563	.05	.045							
MUSKOGEE	Phoenix									
32,026	(m) 11,227	....	....	(I) (AP, UP) (5¢-18¢w-morn, 15¢w-evg.-$2. morn. $1. evg.) (15)	Okla. Press Pub. Co. C. M. Bixby, Pres.	Joel H. Bixby Paul A. Bruner	R. E. Butcher (ce-m). H. I. Kiefer(ce-e) Herman Schaden (sp)	Joel H. Bixby Paul J. Schaefer (cm)	A. J. Wallace	
	Times-Democrat (e) 8,787	....	....							
	Combined Daily (me) 20,014	.10	....							
	Sunday edition (S) 11,151	.10	....							
NEWKIRK	Reporter									
2,135	(e) 651	.011	....	(I) (J) (none)		D. M. Hamlin		J. E. Hamlin		
NORMAN	Transcript									
9,603	(e) 4,069	.035	.035	(I) (UP) (J) (3¢-10¢w, 45¢m) (55-148)	Transcript-Enterprise Pub. Co. Fred E. Tarman, Pres.	Fred E. Tarman	Roscoe Cate	Fred E. Tarman Harold Belknap (bm) Alfred Sloan (cm)	T. E. Miller Harold Belknap (n)	M. T. Wilson E. S. Anthony (j)
	Sunday edition (S) 4,069	.035	.035							
NOWATA	Star									
3,531	(e) 2,000	.025	....	(D) (J) (none)	J. T. Norton			J. T. Norton Miss V. Dodge (cm)		
	Sunday edition (S) 2,000	.025	....							
OKEMAH	Leader									
4,002	(e) 2,348	.03	.025	(I) (UP) (5¢-10¢w, 45¢m) (54)	W. G. Strong	Quinton Griffith W. G. Strong	Quinton Griffith	W. G. Strong J. J. Miller (cm)	Howard Brisco J. J. Miller (n)	S. Hudson E. E. Busby (j)
	Sunday edition (S) 2,348	.03	.025							
OKLAHOMA CITY	Beacon of Capital Hill									
185,389	(m) 5,381	.04	....	(I) (UP) (†) (J) (2¢-5¢w) (54)	Erol G. Austin, Pub. Ray Fields, Pres.	Lon Manar	Lon Manar Dean Boswell (sp)	Erol G. Austin Leon Fields (cm)	Ed Bennett Mrs. B. Townsend (cl)	R. Axtell
202,662 (ABC City)	Oklahoma News									
	(e) 40,722	.14	....	(I) (UP) (†) (3¢-12¢w, $1.17, $1.17) (129)	Oklahoma News Co. John H. Payne, Pres.	R. T. Fredericks	E. W. Pryor Jim Hopkins (sp)	John H. Payne (bm) Geo. E. Hodgson(cm)	J. W. Stalsworth Don Thacker (n) F. C. Lants (cl)	
	Sunday edition (S) 40,115	.14	....							
	Oklahoman (m) 95,931	....	....	(I) (AP) (mer) (†)(J) (5¢-morn, 3¢-evg, 10¢S-25¢w-M.E. & Sun., $2.50, morn, $1.50 evg, $7) (76)	Oklahoma Pub. Co. E. K. Gaylord, Pres.	E. K. Gaylord Walter M. Harrison	Jack Bell (m) Morris Moore (e) Bus Ham (Sp) R. G. Miller (Su)	Edgar T. Bell M.W.Halmbacher(cm)	O. C. Brown (n) A. H. VanDuyn (cl)	W. J. Phillips C. Cary (j)
	Times (e) 89,427	....	....							
	Combined daily (me) 185,358	.40	.30							
	Sunday edition (S) 113,473	.35	.25							
OKMULGEE	Times									
17,097	(m) 8,627	.06	....	(I) (AP) (†) (5¢-15¢w, 65¢m-$2.) (76)	Times Pub. Co.	H. H. Horton Joe N. Croom	John Owen John C. Gerard (sp) Joe N. Croom (Su)	H. H. Horton J. T. Horton (cm)	L. J. Reid L. G. Wilson (n) A. L. McDonald (cl)	O. Cody
	Sunday edition (S) 8,738	.06	....							
PAULS VALLEY	Democrat									
4,235	(e) 1,740	.03	....	(26)	Jesse Alexander	Carl Allard				
PAWHUSKA	Journal-Capital									
5,931	(e) 3,510	.04	.03	(I-D) (UP) (J) (5¢-15¢w, 65¢m-$2.50) (86-91)	Osage Newspaper Co. Inc. Rowland Blanc, Pub.	H. G. Funkhouser Rowland Blanc		Rowland Blanc Earney Eingher (cm)	R. Blanc	Jack Love R. I. Davenport (j)
	Sunday edition (S) 3,510	.04	.03							
PERRY	Journal									
4,206	(e) 3,957	.03	.029	(I) (UP) (J) (3¢-10¢w, 45¢m-$1.) (74)	Perry Journal Co. W. K. Leatherock, Pub-Pres.	W. K. Leatherock Sam Schweiger	Peggy Pratt	W. K. Leatherock B. F. Lane (cm)	V. V. Sherrod W. K. Leatherock (n) M. Wadsworth (cl)	H. P. Jones
PONCA CITY	News									
16,136	(e) 8,263	.06	.05	(I) (AP) (†) (J) (3¢-15¢w, 65¢m-$1.) (76)	PoncaCityPub.Co.,Inc.	Clyde E. Muchmore	Marion R. Cracraft Frank Muskrat (sp)	Clyde E. Muchmore C. C. Winner (cm)	John E. Bemis Fred D. Brown (n) Kathryn Smith (cl)	C. E. Henderson R. L. Goble (j)
	Sunday edition (S) 8,226	.06	.05							
SAPULPA	Herald									
10,533	(e) 3,357	.025	.025	(1) (UP) (†) (J) (5¢-10¢w, 40¢m-$1.) (none)	John W. Young	John W. Young Richard Caldwell	Warren Schuel	John W. Young (bm) James H. Jones (cm)	E. Ted Olson Chester Miller (cl)	J. W. Archer
SAYRE	Headlight-Journal									
3,157	(e) 2,908	.03	.025	(I-D) (UP) (†) (J) (5¢-10¢w, 40¢m-$2.50) (none)	Sayre Pub. Co. Inc. W. J. Bacon, Pub-Pres.	Roy J. McCurley	W. M. Morton	W. J. Bacon W. G. Hardwick (cm)	Ray Miller	R. A. Trimble J. Shive (j)
SEMINOLE	Producer									
11,459	(m) 5,277	.04	.035	(I) (UP) (†) (J) (5¢-15¢w, 65¢m-$2.50) (55-148)	Producer Pub. Co. James T. Jackson, Pub-Pres.	James T. Jackson John Clevidence	John Clevidence Frank Culwell (sp)	James T. Jackson S. A. Jackson (bm) T. N. Smissen (cm)	E. F. Gilliland Leone McCabe (cl)	W. R. Jackson C. C. Grove (j)
	Sunday edition (S) 5,277	.04	.035							
	Reporter (m) 3,861	.03	.025	(I-D) (AP) (mer) (J) (2¢, 10¢w, 40¢m) (26)	Seminole Pub. Co. H. E. Castleberry, Pub-Pres.	H. E. Castleberry John M. Virden	Vance Trimble Sidney Reed	H. E. Castleberry W. J. Harpole (cm)	R. S. Brashears Blanche Olds (cl)	T. W. Holson W. J. Harpole (j)
	Sunday edition (S) 4,000	.03	.025							
SHAWNEE	News									
23,283	(m) 10,079	....	....	(I)(AP,UP)(5¢-morn; 3¢-evg., 15¢-w) (76)	Shawnee News Co., Inc. O. S. Stauffer, Pres.	C. G. Roseberry R. J. Kingsley	Byran Roberts (ce-m). Newton Van Zandt (ce-e) Jack Spencer (sp)	C. G. Roseberry Vernon Kelso (cm)	Walter Tinsley	J. E. Smith
	Star (e) 3,494	....	....							
	Combined daily (me) 13,573	.09	.08							
	Sunday edition (S) 10,079	.09	.08							
TULSA	Tribune									
14,1258	(e) 56,718	.14	.153	(I) (AP, UP, INS) (mer) (†) (5¢-15¢w) (76)	Tribune Co. Richard L. Jones, Pres.	Richard Lloyd Jones. Jenkins Lloyd Jones	H. V. Haddock Gal Wood (sp) Wm. P. Steven (Su)	Richard L. Jones, Jr.. (bm) C. B. McCauley (cm)	J. C. Brandon V. F. Barnett (n) E. V. Willey (cl)	A. D. MacDiarmid (comp.) E. P. Gaughan (press) J. A. Hawes (stereo)
147,961 (ABC City)	Sunday edition (S) 57,220	.14	.153							
	World (m) 70,359	.16	.11	(D) (AP, UP) (mer) (†) (5¢-15¢w,65¢m,-$2.50) (15)	World Pub. Co. Eugene Lorton, Pub.	Eugene Lorton N. G. Henthorne	R. D. Maher B A. Bridgewater (sp) Baron Creager (Su)	F. O. Larson L.W.McFetridge(cm)	Rex Justus M. E. Elder (n) Frank Mattoon (cl)	O. M. Harper
	Sunday edition (S) 71,647	.16	.11							
	Effective July 1, 1936, National advertising rate will be .18 a line D. & S.									
VINITA	Journal									
4,263	(e) 1,282	.03	....	(I) (UP) (J) (55)	East Okla. Pub. Co.	Roy Harding		Roy Harding		
WEWOKA	Times-Democrat									
10,401	(e) 4,612	.045	.04	(I) (AP) (†) (J) (5¢-10¢w, 45¢m) (54)	Okla. News Press Co. Robt. V. Peterson, Pub. Raymond Fields, Pres.	Fred O'Donnell (me).	Eugene White Louis Hemphill (Su)	W. H. Wells (cm)	R. V. Campbell E. M. Sellers (n)	J. Porter G. E. Day (j)
	Sunday edition (S) 4,612	.045	.04							
WOODWARD	Press									
5,056	(e) 3,517	.035	....	(I) (UP) (J) (5¢-10¢w, 40¢m) (74)	G. C. Lawrence	Clarence Paden	Clarence Paden	G. C. Lawrence Louis West (cm)	E. A. Martin	C. E. Harrison B. R. Thomas (j)

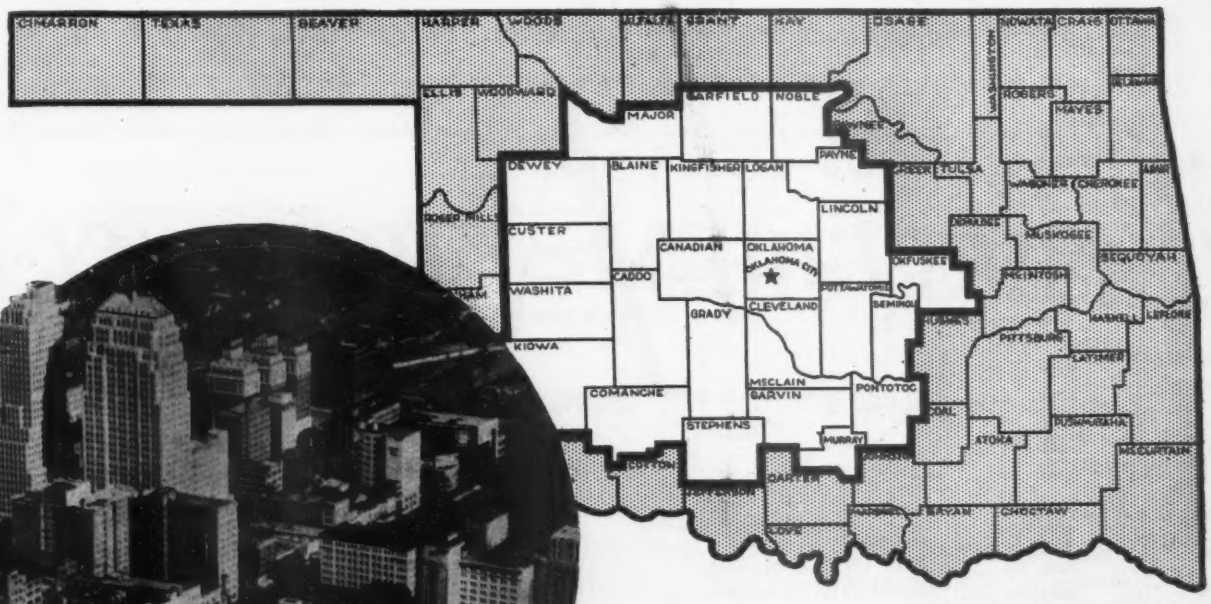
OREGON

City Population	Name of Newspaper Circulation	Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY	Democrat-Herald									
5,325	(e) 3,342	.04	.04	(I) (UP) (†) (5¢-50¢m, $1.25) (101)	Democrat-Herald Pub. Co. W. L. Jackson, Pres.	W. L. Jackson & R. R. Cronise W. C. Eakin (me)	Walter Coover Wm. Hare (sp)	R. R. Cronise (bm) D. M. Rohrbaugh (cm)	R. R. Cronise Mildred Burke (cl)	E. C. Chandler
7,277 (ABC City)										
ASHLAND	Tidings									
4,554	(e) 1,933	.03	.03	(I) (UP) (†) (J) (20¢w, 60¢m, $3) (none)	Ashland Ptg. Co. C. M. Green, Pub. Mrs. L. Greer, Pres.	G. M. Green	Willard Eberhart	G. M. Green C. Roberson (cm)	J. G. Anderson G. M. Green (n)	R. L. Lindner
ASTORIA	Astorian-Budget									
10,349	(e) 3,523	.04	....	(I) (UP) (mer) (J) (101)	Astorian-Budget Pub. M. R. Chessman, Pres.	M. R. Chessman	J. H. Cellars	M. R. Chessman J. Verschueren (cm)	Troyer Thompson Miss H. S. Brown (n)	G. Chandler

(Continued on page 88)

THE OKLAHOMA CITY MARKET

one of the most promising 1936 sales areas



OKLAHOMA CITY and its trade area form one of the richest, most unified markets in the nation. A net-work of improved highways, modern transportation facilities, and common interests knit it into a compact market of 1,021,000 inhabitants. Here the Oklahoman and Times are THE favorite newspapers . . . being invited guests into 9 out of every 10 Oklahoma City homes; into 3 out of every 5 in the trade area.

The year just closed . . . a good one itself . . . ended with a cheering 24.7% increase in holiday business, and with all indices pointing to even greater business improvement in 1936.

Resulting from boosted farm incomes that were well over 145 millions in the Oklahoma City trade area, the steady, marked improvement in business during 1935 gave Oklahoma a splendid send-off for 1936, and assured merchants continued good business . . . assurance that has instilled greater confidence and inspired marked activities among merchants throughout the trade area.

Because of the steadily improving business in the Oklahoma City market, exceptional sales possibilities await advertisers here who give their products an adequate advertising impetus in 1936. They can be developed at ONE low cost through the Oklahoman and Times ALONE!

The Oklahoma City Market Gets 45.7% of the State's Retail Sales

Products	State Total	Trade Area Total	Percent. in Trade Area
New cars (No. units)	39,377	19,827	50.4%
Foods	$69,927,000	$30,556,000	43.7%
Cafes	13,446,000	6,222,000	46.3%
Farm Supplies	33,138,000	12,661,000	38.2%
General Merchandise	51,891,000	24,150,000	46.5%
Apparel	18,477,000	9,363,000	50.6%
Automotive	54,172,000	25,767,000	47.5%
Filling Stations	30,718,000	13,443,000	43.7%
Furniture and Household Goods	12,126,000	5,921,000	48.8%
Lumber and Building Materials	24,623,000	12,201,000	49.5%
Drug Stores	19,607,000	9,532,000	48.6%
All others	13,649,000	6,183,000	45.3%
TOTALS	$341,774,000	$156,031,000	45.7%

*From 1934 U. S. Census of retail business.

Oklahoma City Business Trends

	1934	1935	Gain
Retail Sales (State)*	$454,319,282	$523,615,873	$69,296,591
Bank Deposits	77,952,226	98,508,805	20,296,591
Savings Deposits	13,244,776	14,217,619	972,843
Farm Incomes (State)	262,295,000	318,921,000	56,626,000
Building Permits	1,637,196	3,285,940	1,648,744
Bank Debits	858,199,000	990,578,800	132,378,800
Electric Meters	44,531	45,390	859
Gas Meters	41,634	42,630	996
Telephones	46,445	49,419	2,974
Water Meters	32,073	32,654	581

*Of the retail sales made in the state, 45.7% are consummated in the Oklahoma City trade area.

Daily Oklahoman - Oklahoma City Times

National Representative - E. Katz Special Advertising Agency

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OREGON (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnotes on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
BAKER	Democrat-Herald									
7,858	(e) **2,266**	.03	.03	(I) (AP) (†) (5¢-15¢w, 60¢m; $2.50) (none)	Democrat-Herald Co., Inc. Lucien P. Arant, Pres.	Bernard Mainwaring.	Klass V. Powell.....	Lucien P. Arant..... Mrs. Ada Whitaker (cm)	Will H. Evans.....	H. E. Wright
BEND	Bulletin									
8,848	(e) 2,525	.03	.03	(R) (UP) (†) (J) (5¢-60¢m-$2.50) (101)	Bend Bulletin, Inc... H. N. Fowler, Pres.	Robt. W. Sawyer....	R. M. Cox..... P. F. Brogan (sp)	Robert W. Sawyer... J. L. Chute (cm)	F. L. Loggan..... Ruth Gregg (n) Josephine Sillery (cl)	R. Spencer
BURNS	Times-Herald									
2,599	(e) 752	.025	.02	(I) (UP) (J) (5¢-45¢m) (101)	Times-Herald, Inc... Julian Byrd, Pres.	Julian Byrd.....	Mabel Mullarky.....	Douglas Mullarky... L. E. Bowers (cm)	Douglas Mullarky...	R. C. West
CORVALLIS	Gazette-Times									
7,585	(e)	.03	....	(R) (AP, UP) (J) (47-8)	C. E. Ingalls.....	C. E. Ingalls.....	.....	N. O. Taylor (bm)...	N. O. Taylor.....	.....
EUGENE	News									
18,901	(m) 7,911	.04	.025	(I) (UP) (3¢-10¢w, 40¢m) (101)	News Pub. Co..... Jos. H. Koke, Pres.	J. W. Anderson (me).	Fred Guyon..... Dick Strite (sp)	Richard C. Horn.... E. R. Hyldahl (cm)	Levant Pease..... E. P. Byrne (n) Jo. Moore (cl)	H. Russell
	Sunday edition (S) 7,911	.04	.025							
	Register-Guard (e)	.065	....	(I) (AP, UP) (3¢d, 5¢S; 11¢w, 45¢m-$1) (86)	Guard Pub. Co..... Alton F. Baker, Pub.-Pres.	A. F. Baker..... W. M. Tugman	S. A. King..... Wm. Phipps (sp)	A. F. Baker..... J. L. Fredericks (cm)	A. F. Baker..... K. H. Lawrence (n)	J. E. Wells
	Sunday edition (S)	.065	....							
GRANTS PASS	Courier									
4,666	(m) 2,742	.03	.03	(I-R) (AP) (†) (J) (5¢) (101)	A. E. Voorhies.....	Earle E. Voorhies....	Rex Tussing..... Leslie Shaw (sp)	A. E. Voorhies.....	Noble Stanton.....	I. B. Dawley J. R. Higginbotham (j)
KLAMATH FALLS	News									
16,093	(m) **2,259**	....	....							
19,876 (ABC City)	Herald (e) **3,542**	....	....	(I-R) (AP, UP) (5¢-18¢w, 78¢m-$2) (101)	Herald-News Pub. Co. Frank Jenkins, Pub.-Pres.	Frank Jenkins..... Malcolm Epley	Joe Pigney (sp).....	Frank Jenkins..... Delia McGrath (cm)	Delbert Addison (cl).	H. Hemmingsen
	Combined daily (me) **5,801**	.05	.042							
	Sunday edition (S) **2,305**	.05	....							
LA GRANDE	Observer									
8,050	(e) 2,350	.03	....	(I) (AP) (J) (5¢-60¢m) (101)	Observer Pub. Co... H. M. Finlay, Pub.-Pres.	Nolan Skiff.....	Nolan Skiff.....	H. M. Finlay.....	H. M. Young.....	G. Lockwood
MARSHFIELD	Coos Bay Times									
5,287	(e) 4,010	.05	.035	(I-R) (UP) (5¢-65¢m; $2) (101)	Shelton F. Sackett...	.....	David W. Ayre..... Wm. Baker (sp)	Lillian L. Hall (bm).. W. W. Mackey (cm)	John W. Nelson.....	F. F. Wiggins
MEDFORD	Mail Tribune									
11,007	(e) **5,360**	.04	....	(I) (AP, UP) (mer) (†) (5¢-15¢w, 60¢m; $2, (101)	Medford Ptg. Co., Inc. Robert W. Ruhl, Pres.	Robert W. Ruhl..... E. C. Ferguson	Arthur Perry.....	Ernest Gilstrap..... G. T. Latham (cm)	Herbert C. Grey..... Carol Wald (cl)	A. F. Stennett
	Sunday edition (S) **5,266**	.04	....							
OREGON CITY	Enterprise									
5,761	(m) 3,003	.03	....	(I) (UP) (J) (101)...	Chas. F. Bollinger, Pres.	T. E. Humphrys....	Pete Paurs..... Jim Johnson (sp)	W. E. Tyler (bm)...	W. E. Tyler (n).....	.....
	Sunday edition (S) 3,003	.03	....							
PENDLETON	East Oregonian									
8,059	(e) **3,292**	.03	.03	(I-D) (AP) (†) (J) (5¢-65¢m) (101)	East Oregonian Pub. Co., Inc. E. B. Aldrich, Pres.	E. B. Aldrich.....	J. W. Forrester.....	L. D. Drake (bm).... J. M. Dunning (cm)	Carl Webb..... Mrs. Seville Warnock (cl)	F. L. Baker
PORTLAND	Journal of Commerce									
301,815	(m) 1,850	.07	....	(UP) (J) (5¢-$1m) (12)	H. G. Haugsten.....	W. O. Silverthorn....	.....	J. W. Bushong (cm).	E. T. Carswell.....	W. B. McLaughlin
	News-Telegram (e) **72,023**	.18	....	(I) (UP) (†) (143)..	News Pub. Co..... H. W. Ely, Pub.-Pres.	Tom E. Shea.....	R. K. Foley..... Wm. Srepp (sp)	Harry W. Ely..... B. G. Cameron (cm)	James Kelly..... Stanley Werschkul(n)	G. W. Hoyt
	Oregonian (m) **105,309**	.22	....	(I-R) (AP, CT, NANA) (mer) (†) (5¢d, 10¢S; 20¢w, 85¢m-$2.50d, $7S) (143-7)	Oregonian Pub. Co... O. L. Price, Pub.-Pres.	Paul R. Kelty..... Palmer Hoyt	A. X. Panghorn..... L. H. Gregory (sp) Edw. M. Miller (Su)	O. L. Price..... W. E. Hartmus (bm) M. J. Frey (cm)	R. J. Jones (loc.).... G. P. Griffis (n) J. B. Twiford (cl)	J. H. Brooks
	Sunday edition (S) **133,227**	.29	....							
	Oregon Journal (e) **108,112**	.22	....	(I) (AP, UP, US) (mer) (†) (3¢d, 10¢S-20¢w, 85¢m-$1.50d, $7S) (123)	Journal Pub. Co..... P. L. Jackson, Pub.-Pres.	B. F. Irvine..... D. J. Sterling	Arthur Crookham.... George Berts (sp) Sam Raddon, Jr. (Su)	P. L. Jackson..... S. R. Winch (bm) D. H. Smith (cm)	H. R. Failing..... A. F. Peterson (n) J. A. Manin (cl)	.....
	Sunday edition (S) **107,017**	.23	....							
ROSEBURG	News-Review									
4,362	(e) 3,152	.035	....	(I) (AP) (†) (J) (5¢-50¢m, $2) (101)	News-Review Co.... H. Ellsworth, Pub. Frank Jenkins, Pres.	Harris Ellsworth.....	Chas. V. Stanton....	Harris Ellsworth..... Paul Jenkins (cm)	Lucy Pinkerton.....	M. Jenkins H. B. Carter (j)
	Times (m) 2,573	.03	....	(47).....	Burt Davis.....	Robt. G. Bates (me).	.....	C. M. Sherrill (bm).. Art Davis (cm)	.....	.....
SALEM	Capital Journal									
26,266 27,240 (ABC City)	(e) **9,721**	.06	....	(I) (AP, UP) (mer) (3¢-10¢w, 45¢m) (101)	George Putnam.....	George Putnam..... Harry Crain	Harry Crain..... Fred Zimmerman (sp)	George Putnam..... W. A. Scott (cm)	E. A. Brown..... John Whitehead (cl)	F. Perry
	Oregon Statesman (m) **7,714**	.055	....	(R) (AP) (J) (3¢-45¢m-$1.50) (17-47)	Statesman Pub. Co.. C. A. Sprague, Pres.	C. A. Sprague..... S. F. Sackett	Paul Hauser.....	C. A. Sprague..... Harold Pruitt (cm)	R. H. Kletzing.....	Ed Donnelly C. H. Talmage (j)
	Sunday edition (S) **7,956**	.055	....							
THE DALLES	Chronicle									
5,883	(e) **2,323**	.03	.03	(I-R) (UP) (J) (5¢-15¢w, 50¢m-$2.50) (none)	Ben R. Litfin.....	K. L. Hicks..... Ben R. Litfin	Ralph Millsap.....	Ben R. Litfin..... Millard Hodges (cm)	R. D. Miles..... H. P. Davey (n) Lillian Schassen (cl)	H. P. Davey W. A. Salisbury

PENNSYLVANIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnotes on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
ALLENTOWN	Call									
93,463	(m) **40,735x**	....	....	(I) (AP) (3¢d, 5¢S-15¢w, $1.20) (137)	Call Pub. Co..... R. W. Weiler, Pres.	Percy B. Ruhe..... David A. Miller	E. J. McGettigan.... Jos. McCarron (sp) John Y. Kohl (Su)	Royal W. Weiler.... Fred W. Weiler (cm) Glen F. Felger (cm)	Chas. C. Curtis..... P. W. Leisenring (n) Al Bittner (cl)	Harry Sherman
	Sunday edition (S) **32,409x**	....	....							
	Chronicle & News (e) **18,773x**	....	....	(I) (AP, UP, INS) (3¢) (137)	.....	.....	.....	.....	.....	.....
	Combined daily (me) **50,508x**	.12	....							
	Sunday & Evening (ES)	.12	....							
ALTOONA	Mirror									
82,054	(e) **27,347x**	.09	.09	(I) (UP) (J) (2¢-50¢m, $1) (none)	Mirror Ptg. Co..... D. N. Slep, Pres.	H. L. Johnston.....	E. C. Ake..... H. S. Reifsnyder (sp)	D. N. Slep..... F. M. Hetrick (cm)	F. G. Pearce..... J. G. Slep (cl)	D. O. Nelson A. Spencer (j)
	Tribune (m) 11,005	.05	.025	(R) (AP) (J) (2¢-50¢m, $1.20) (82)	Times-Tribune Co... H. W. Shoemaker, Pres.	Theodore Arter, Jr... Robert W. Boyer	Jean Shaner..... J. M. Brantlinger (sp)	Theodore Arter, Jr.. K. W. Mahon (cm)	Benjamin I. Levine.. T. Shellenberger (cl)	Arthur Gibbons A. B. Crane (j)
AMBRIDGE	Citizen									
20,205	(e) 3,736	.03	.025	(I-R) (UP) (J) (2¢-10¢w) (41)	Citizen P. & P. Co. F. R. McNees, Pres.	F. R. McNees.....	C. N. Kinney..... P. H. Dougherty (sp)	F. R. McNees..... V. R. Arnold (cm)	E. F. Edwards..... J. W. Reid (cl)	E. A. Koynes V. R. Arnold (j)
ARDMORE	Main Line Times									
38,348 (City Zone)	(e) 4,875	.06	.05	(I-R) (2¢-10¢w, 45¢m, $1) (40)	Phila. Suburban News, Inc. J. M. Hickerson, Pres. A. E. Hicherson, Pub.	George Walker..... Judson Laird	Herbert Good (sp)...	F. Kohler (cm).....	Edward Bowman....	Bruce Whitlock
ASHLAND	News									
7,164	(e) 2,670	.03	....	(R) (UP) (J) (2¢) (82)	Kyler Pub. Co.....	Nolan Kyler.....	Hubert Strunk.....	Nolan Kyler.....	Nolan Kyler.....	Edw. Lunt
BANGOR	News									
5,824	(e) 2,417	.025	....	(I) (INS) (J) (1¢-6¢w, 24¢m) (82)	W. E. Grubb Estate..	W. E. Grubb.....	Fred W. Wright..... Harry Hess (sp)	W. E. Grubb.....	.....	Walter C. Grubb (j)

(Continued on page 90)

A YEAR OF ACHIEVEMENT

Reflecting Philadelphia's growing business activity, greatly increased employment and aroused buying interest, The Inquirer during 1935

GAINED IN CIRCULATION
reaching a new peak in Pennsylvania newspaper history in December when it sold over 700,000 copies every Sunday during the month. This almost equals the circulation of the two evening newspapers combined.

GAINED IN TOTAL ADVERTISING
closing the year with a 400,000-line gain. The Inquirer also carried almost 1,000,000 lines more than any other Philadelphia newspaper.

GAINED IN GENERAL LINEAGE
showing an increase of over 300,000 lines in the general field, and advancing to first place in Philadelphia.

The Philadelphia Inquirer

Pennsylvania's Greatest Morning Newspaper

NEW YORK
H. A. McCandless
60 East 42nd St.

BOSTON
M. L. Tyler
80 Boylston St.

SAN FRANCISCO
Keene Fitzpatrick
Kohl Building

CHICAGO—DETROIT—ST. LOUIS
Guy S. Osborn, Scolaro & Meeker, Inc.

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Continued)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BEAVER ROCHESTER 5,665 31,219 (City Zone)	Times (e)	5,869	.04	....	(I-R) (UP) (2¢) (82)	Daily Times Co. E. L. Freeland, Pres.	E. L. Freeland (me).	Jack Malone W. Anderson (sp)	E. L. Freeland E. J. Harn (bm) Robert Bryan (cm)	W. T. Dentzer M. F. McBrier S. J. Bruce (cl)	E. F. Robinson E. F
BEAVER FALLS. 17,147 34,550 (City Zone)	News-Tribune (e)	8,532	.04	.03	(I-R) (AP) (J) (2¢-12¢w) (17)	Tribune Ptg. Co. J. L. Stewart, Pres.	H. O. Boettner (me).	Jack Henry (sp)	James H. March John S. McLean (cm)	John S. McLean	R. N. Johnson (j)
BERWICK	Enterprise (e)	3,504	.03	....	(I) (UP) (2¢) (40)	J. H. March Pub. Harder & Eyerly	R. L. Harder		R. E. Eyerly (bm) C. A. Laubach (cm)	R. E. Eyerly	
BETHLEHEM 57,892	Globe-Times (e)	16,082	.08	.07	(I) (AP, INS) (3¢-12¢w) (40)	Globe Pub. Co. D. H. Brillhart, Pres.	Harold B. Farquhar.		Rolland L. Adams L. C. Atwood (bm) J. G. Williams (cm)	David Knipe	
BLOOMSBURG 9,093	Press (m)	7,292	.045	....	(I) (AP) (2¢) (82)	C. T. Vanderslice & Paul R. Eyerly	Paul R. Eyerly	Paul H. Trescott	C. T. Vanderslice Ray Eyerly (cm)		J. H. Werkheiser
BRADFORD 19,306	Era (m)	6,695	.04	.036	(I-D) (AP) (2¢-12¢w, 50¢m, $1)	Era Pub. Co. Carl G. Milligan, Pres.-Pub.	David B. Rupley	Marion Millicon J. W. Nelson, Jr. (sp)	Carl G. Milligan R. Hyland (cm)	Wm. E. Eysinger T. Harten (n) H. Ingram (cl)	C. J. O'Neill
	Star & Record (e)	6,321	.016	....	(R) (INS) (2¢-12¢w, $1) (none)	Star Pub. Co., Inc. R. P. Habgood, Pres.	R. P. Habgood	Mary McCall Allen. F. R. Sica (sp)	R. P. Habgood Jack Travis (cm)	R. P. Habgood, Jr. Leo Knight (n)	M. J. Kellogg
BRISTOL 11,800	Courier (e)	2,793	.03	....	(R) (INS) (J) (2¢-6¢w) (40)	Bristol Ptg. Co.	S. D. Detlefson		S. D. Detlefson Elis. Tolend (cm)	Maxwell J. Gordon	Arthur J. Marley
BROWNSVILLE 8,183 51,425 (City Zone)	Telegraph (e)	8,148	.05	.04	(I-R) (AP) (J) (2¢-12¢w, 50¢m. $1) (40)	Brownsville Pub. Co. J. M. Hickerson, Pres. E. J. Tilton, Pub.	E. J. Tilton John Matta, Jr.	Donald O. McCann	W. Catterall (bm) C. Catterall (cm)	W. W. Freas Chas. Vorhis (cl)	Louis Beach E. C. Nichols (j)
BUTLER 23,568	Eagle (e)	10,258	.04	.027	(I-R) (UP) (3¢-15¢w, $2) (none)	Eagle Ptg. Co., Inc. J. L. Wise, Pre.	John L. Wise	J. H. Reed W. C. Faust (sp)	V. L. Wise (bm)	Vernon L. Wise	Ed. V. Donnal
CANONSBURG 12,558	Notes (e)	3,809	.03	....	(I) (UP) (J) (2¢) (82)	Notes P. & P. Co. R. H. Robinson, Pres.-Pub.	Geo. A. Anderson		John T. Robinson	R. C. Potts	
CARBONDALE 20,961	Leader (e)	5,158	.04	....	(I-R) (J) (2¢) (82)	F. T. Gelder	F. T. Gelder G. W. Smithing	W. H. Conaughton R. D. Lewis (sp)	F. Quinn (cm)	I. Singer	C. Hauenstein
CARLISLE 12,596	Sentinel (e)	3,989	.04	....	(D) (UP) (J) (71)	The Sentinel	Allan D. Thompson		J. V. Thompson	Lester L. Day	M. R. Gearhart
CHAMBERSBURG 13,788	Public Opinion (e)	6,912	.045	....	(R) (AP) (3¢-12¢w, 45¢n, $1.35) (37)	Public Opinion Co., Inc. D. Edw. Long, Pres.	Ross K. Gilbert	Chas. R. Nicklas Frank N. Young (sp)	Herbert S. Folts C. M. Venable (cm)	Stuart Brown	Norman J. Gable
CHARLEROI 11,260	Mail (e)	2,652	.03	....	(R) (INS) (J) (2¢) (82)	Mail Pub. Co. Inc. H. E. Price, Pres.	H. E. McCamic		H. E. Price (bm) S. C. Robinson (cm)	H. E. Price	Herbert Dreyer
CHESTER 59,164 67,225 (City Zone)	Times (e)	22,040	.08	.08	(R) (UP, INS) (J) (2¢-12¢w)	C. R. Long, Pres.-Pub.	Charles R. Long Jas. A. F. Glenney	Wm. J. King Wm. J. Burk (sp)	Frederick R. Long H. W. Cullis (cm)	Frederick R. Long Harry J. Turner (cl)	Harry W. Collis B. W. Brannan (j)
CLEARFIELD 9,221	Progress (e)	5,875	.045	....	(R) (AP) (J) (3¢) (40)	Progressive Pub. Co. G. A. Stewart, Pres.	G. A. Stewart		G. A. Stewart (bm) H. Earl Breth (cm)	Wm. E. Plummer	A. M. Braund
COATESVILLE 14,515	Record (e)	6,557	.035	....	(R) (AP) (2¢-12¢w, 50¢m, $1.12½) (40)	C. H. Heintzelman	C. H. Heintzelman	F. B. Manship W. P. Wood (sp)	J. B Walker (cm)	Wm. T. Gordon C. H. Heintzelman (n)	Paul Donahue
COLUMBIA 11,349	News (e)	3,602	.03	.021	(R) (UP) (J) (2¢-10¢w, 50¢m-85¢ (40)	S. S. Crist	S. S. Crist	Chas. Gable H. Kauffman (sp)	S. S. Crist D. Nau (cm)	C. D. Donaldson	Fred Rehl Sam Klair (j)
CONNELLSVILLE 13,290	Courier (e)	6,341x	.05	.043	(I-R) (INS) (2¢-12¢w, 50¢m, $1) (82)	Courier Co. J. J. Driscoll, Pres.	John L. Gans (me)	W. S. Stimmel J. M. Driscoll (sp)	James J. Driscoll J. W. Driscoll (bm)	J. Wylie Driscoll C. R. Driscoll (cl)	C. B. McCormick
CORRY 7,152	Journal (e)	2,753	.03	....	(I-D) (UP) (J) (3¢-15¢w, $1.33) (82)	William P. Lombard.	William P. Lombard.	R. Paulson (sp)	H. M. Hall (bm)	H. M. Hall	Thos. Burkhart Peter Swanson (j)
DANVILLE 7,185	News (m)	2,821	.03	....	(I) (UP) (J) (82)	F. P. Angle & Reed McCarty	Reed McCarty		F. P. Angle		
DONORA 13,905	Herald-American (e)	5,935	.04	.021	(R) (AP) (J) (2¢-12¢w, 48¢m, $1.50) (40)	Herald-American, Inc. W. H. Watson & Grover Boyd W. H. Watson, Pres.	Will H. Watson	W. J. Goggin, Jr. H. W. Laureman (sp)	Will H. Watson Kurt Hageman (cm)	H. W. Laueman	Jack Swanney Ray Elkins (j)
DOYLESTOWN 4,577	Intelligencer (e)	4,125	.035	.025	(R) (INS) (J) (2¢-12¢w, 25¢m, $1) (40)	Intelligencer Co. J. R. Grundy, Pres.	Geo. S. Hotchkiss Oscar O. Bean	A. R. Thomas (sp)	Oscar O. Bean Thos. Fritsche (cm)	Geo. F. Smith	Wm. G. Andrews C. H. Seiner (j)
DU BOIS 11,595	Courier (m)	6,570	....	....	(R) (UP) (J) (3¢) (82)	Gray Ptg. Co. H. T. Gray, Pres.	W. B. Ross (m) Jason S. Gray (e)		L. F. Mohney (cm)	L. F. Mohney	
	Express (e)	3,335	....	....	(D) (UP) (J) (3¢) (82)						
	Combined daily (me)	8,905	.06	....							
EASTON 34,468 67,923 (City Zone)	Express (e)	32,167	.12	....	(I) (AP, UP, INS) (†) (2¢-10¢w,43¢m-$1) (78)	Easton Pub. Co. Mrs. Blanche L. Steele, Pres.	John C. Merrill	John C. Merrill C. A. Reilly (sp)	J. L. Stackhouse (bm) Paul McPeek (cm)	John F. Wohlers A. M. Umholts (n) E. F. Bossard (cl)	E. C. Snyder
EAST STROUDSBURG—See Stroudburg Listing.											
ELLWOOD CITY. 12,321	Ledger (e)	3,531	.03	.029	(I-R) (AP) (2¢-12¢w, 50¢m)	Citizens P. & P. Co. W. C. Kegel, Pres.	W. F. Kegel W. C. Kegel	W. F. Kegel C. C. Cox (sp)	Will C. Kegel W. J. Dickey (cm)	H. E. Burns M. Durnell (cl)	
ERIE 115,967	Dispatch-Herald (e)	35,794	.08	.079	(I) (AP) (2¢d, 7¢S-18¢w, $1) (44)	Record Pub. Co. C. H. Strong, Pres.	J. A. Wurzbach A. J. White	E. C. Dalton Ray Peebles (sp) Kenneth Carlow (Su)	A. W. Stark R. W. Pratt (bm) J. L. Mulligan (cm)	Harold Waterman Paul Albracht (n) Ed Grode (cl)	P. P. Loesch
	Sunday edition (S)	36,632	.08	.079							
	Times (e)	34,044	.08	.064	(I-R) (UP, INS) (†) (2¢-12¢w, 50¢m, $1) (76)	John J. Mead, Sr.	John J. Mead, Jr.	Chas. W. Wells Jos. Williams (sp)	George J. Mead N. J. Gingenbach (cm)	C. A. Smith R. D. Daley (n) W. Becker (cl)	F. C. Johannsen
FRANKLIN 10,254	News-Herald (e)	6,319	.045	....	(R) (UP) (J) (139)	News-Herald Ptg. Co. W. W. Bleakley, Pres.	James A. Murrin James B. Borland		W. H. Bleakley G. A. Fahey (bm) F. M. Bowser (cm)	George A. Fahey	R. F. McCracken
GETTYSBURG 5,584	Times (e)	5,343	.04	....	(I) (AP) (J) (3¢) (82)	Times & News Pub. Co. S. G. Spangler, Pres. H. L. Grimm, Pub.	Herbert L. Grimm Paul L. Roy	C. Richard Wolff Don Bream (sp)	Herbert L. Grimm & Carl Baum (bm) E. E. Wolfe (cm)	Carl Baum Lenora Grooves (cl)	B. G. Shook
GREENSBURG 16,508	Review (m)	4,398	....	....	(R) (AP) (J) (2¢) (21-55a)	Tribune-Review Pub. Co.	E. Arthur Sweeny	Samuel George (m) E. H. Derby (e) N. Leffler (sp-m) R. L. Hunter (sp-e)	Robert B. Herbert W. Klingensmith (cm)	J. Floyd Kuhns Wm. Huhn (cl)	Frank Seifert G. E. Berry (j)
	Tribune (e)	4,756	....	....	(R) (UP) (J) (2¢) (21-55a)	E. A. Sweeny & R. B. Herbert, Pubs.					
	Combined daily (me)	9,154	.06	....							
GREENVILLE 8,636	Record-Argus (e)	3,864x	.035	.025	(I-R) (AP) (†) (J) (3¢-12¢w, 50¢m-$1) (82)	John L. Morrison	John L. Morrison		Melvin A. Blair	Melvin A. Blair	
HANOVER 11,805	Sun (e)	15,730	.07	.025	(I) (AP) (J) (1¢-6¢w, 25¢m, 50¢) (71)	Sun Co. H. D. Sheppard, Pres.	C. H. Meredith H. B. Hostetter	T. Y. Cooper E. H. Wallace (sp)	C. H. Meredith (bm)	J. Y. Yingling	J. H. Dillow

(*Continued on page* 91)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HARRISBURG.... 80,339	News (e) **64,676**	....	....	(I-D) (UP, INS) ($ Sat) (2¢) (78)	Patriot Co.....	Dean Hoffman.....	.....	Chas. H. Morrison (bm) David Fair (cm)	Homer E. Moyer....	E. B. Wharton
	Patriot (m) **15,349**	....	....							
	Combined daily (me) **80,025**	.16	....							
	Sunday Courier (S) 6,474	.06	....	(R) (INS) (J) (5¢-$3) (60)	Leon Lowengard.....	Leon Lowengard.....	Anthony Kramer.... R. H. Millar (sp)	R. H. Steinmets (cm)	J. W. Harman.....	Chas. Rupp
	Telegraph (e) **38,643**	.11	.10	(R) (AP, TR) (†) (J) (2¢-10¢w, 45¢m-$1.05) (137)	Telegraph Newspapers	A. H. Stackpole..... B. C. Welker (me)	R. F. Schraedley (e). K. S. Thomas (m) Wellington G. Jones (sp-e) Al Clark (sp-m)	Albert H. Stackpole. C. W. Orcutt (cm)	Everett Jones..... Chas. W. Griffith (n)	L. H. Butler W. R. Naugle (j)
	Morning Telegraph (m) **17,211**	.06	.06	(R) (CT, NYHT, TR) (†) (J) (2¢-10¢w, 45¢m-$1.05) (137)						
	Combined daily (me) **55,854**	.14	.12							
HAZLETON..... 40,075	Plain Speaker (e) 11,878	....	....	(I) (AP) (†) (2¢-10¢w) (40)	J. R. Dershuck & Henry Walser	.....	.....	J. R. Dershuck & Henry Walser	.....	.....
	Standard-Sentinel (m) 10,585	....	....							
	Combined daily (me) 22,463	.07	....							
HOMESTEAD..... 20,141	Messenger (e) 4,543	.035	....	(I) (INS) (2¢) (40)..	Messenger Pub. Co.. H. P. Wiggins, Pres.	Bert F. Kline.....	Chas. F. Kramer.....	B. F. Kline (bm).... A. Lebedda (cm)	C. P. Crowe.....	.....
HUNTINGDON... 7,588	News (e) 5,951	.045	....	(R) (UP) (J) (2¢) (none)	Joseph F. Biddle.....	John H. Biddle..... E. B. Shore	Hugo Frear.....	Joseph F. Biddle..... G. S. Updyke (cm)	Elmer McCartney... J. F. Biddle (n)	Fred Fluke
INDIANA..... 10,411	Gazette (e) 9,214	.06	....	(R) (INS) (J) (2¢) (40)	Indiana P. & P. Co., Inc. R. N. Ray, Pres.	R. H. Ray.....	Frank M. Smith.....	R. H. Ray..... B. Dwight Ray (bm) John Woods (cm)	N. DeWitt Way.....	B. F. Hoover
JEANNETTE..... 15,120	News-Dispatch (e) 3,711	.05	.05	(I-R) (UP) (J) (2¢-12¢w, 50¢m-$1.25) (82)	Jeannette Pub. Co., Inc. C. M. Bomberger, Pres.	C. M. Bomberger....	Edgar Henry.....	C. M. Bomberger.... Geo. H. Scruton (bm)	Chas. F. Doberneck.. Geo. H. Scruton (n).. Michael Hubis (cl)	N. C. Griffith I. G. Moyer (j)
JERSEY SHORE.. 5,381	Herald (e) 2,338	.025	.018	(I) (UP) (J) (2¢-25¢m) (82)	Dr. L. M. Goodman, Pres.-Pub.	E. M. Parker.....	Jack Whiteman (sp).	F. L. Heraker (cm)...	E. M. Parker.....	J. H. Thompson Robt. L. Doty (j)
JOHNSTOWN..... 66,993	Democrat (m) **20,398**	....	....	(D) (UP, AP, US) (2¢-12¢w-$1.10) (78)	Democrat Co., Inc... L. W. Barnes, Pres.	John C. Sheridan....	Pat Malloy (sp).....	L. W. Barnes (bm)... Harold Linden (cm)	J. Wilbur Werry.....	Arthur Smith (foreman)
	Tribune (e) **30,047**	....	....	(R) (AP, UP, INS) (2¢-12¢w-$1.10) (78)	Tribune Pub. Co..... Walter W. Krebs, Pres.	Walter W. Krebs.... Harry Hesselbein	L. B. Ashcom..... Geo. S. Cooper (sp)	L. W. Barnes (bm)... Harold Linden (cm)	J. Wilbur Werry.....	W. A. McCall
	Combined daily (me) **50,445**	.14	....							
KANE..... 5,230	Republican (e) 2,886	.03	.025	(R) (UP) (3¢-15¢w-$1.66) (82)	Republican Co..... G. S. Smith, Pres.	G. Scott Smith.....	Graydon F. Smart... Frank E. Sailer (sp)	G. Scott Smith.....	John H. Cliff..... M. M. Fessenden (n)	.....
KITTANNING.... 7,806	Simpson's Leader-Times (e) **6,492x**	.04	....	(I) (UP) (2¢-12¢w-$1) (71)	Simpson's Pub. Co...	Corbin W. Wyant...	Clare A. Berger..... W. B. Owen (sp)	Corbin W. Wyant... F. M. Shubert (bm)	Frank M. Shubert...	.....
LANCASTER..... 59,040 (City Zone)	New Era (e) **30,029**	....	....	(R) (AP, UP, INS) (†) (J) (3¢-15¢w, 65¢m-$1.67) (14)	New Era Co..... Elmer Curry, Pres.	John H. Carter.....	H. C. Brubaker..... G. W. Kirchner (sp)	I. Z. Buckwalter..... H. C. Carpenter (bm) John H. Kunts (cm)	I. Z. Buckwalter, Ad. L. G. Shenk E. H. Levan (n) Bert Reh (cl)	Dir. M. L. Detweiler John W. Rollman (j)
	Intelligencer-Journal (m) **19,442**	....	....	(D) (AP, UP) (†) (J) (3¢-15¢w, 65¢m-$1.67) (14)	Steinman & Steinman, Inc. O. H. Heinman, Pres.	A. E. McCullough....	E. E. Keyser..... F. Melvin Martin (sp)	.....	.....	.....
	Combined daily (me) **49,471**	.17	....							
	Sunday edition (S) **21,110**	.08	....	(I) (AP, UP, US) (5¢) (14)	Steinman & Steinman, Inc.	J. T. Barber.....	.....	.....	.....	.....
LANSDALE..... 9,374	North Penn Reporter (e) **3,646**	.04	....	(I) (2¢-10¢w-$1.25) (82)	Equitable Pub. Co... H.O.Williams, Pres. W. L. Sanborn, Pub.	Geo. W. Knipe.....	.....	Walter L. Sanborn... Warren Cresson (cm)	H. C. Berkey.....	.....
LANSFORD..... 9,632	Record (e) 4,684	.035	.025	(I) (AP) (J) (2¢-50¢m-$1.66) (40)	D. G. Watkins.....	Victor J. Dougherty.. D. G. Watkins	Victor J. Dougherty.. Edward T. Gilden (sp)	W. D. Watkins..... D. G. Watkins (bm) John Keeney (cm)	John R. Watkins....	C. B. Connahan
LATROBE..... 10,533	Bulletin (e) 5,384	.04	.025	(I-R) (UP) (J) (2¢-10¢w-$1) (40)	Latrobe P. & P. Co.. T.M.Whiteman, Pres.	Thos. M. Whiteman.	Robt. McConnell....	Harry J. Whiteman..	Harry E. Marker....	Walter T. Lens
LEBANON..... 25,561	News-Times (e) 11,664	.05	.045	(R) (AP) (J) (2¢-10¢w-$1) (137)	News Pub. Co..... J. K. R. Schropp, Pres.	Henry L. Wilder.....	J. Herbert Manbeck. W. W. Parry (sp)	John K. R. Schropp. Aaron C. Stager (cm)	John K. R. Schropp. H. I. Heffley (cl)	S. D. Evans
	Report (e) 4,613	.035	.035	(I) (INS) (J) (2¢) (82)	Report Pub. Co..... Wm. R. Mark, Pres.	Wm. R. Mark.....	.....	Wm. R. Mark..... S. Wolf (cm)	Wm. L. Brunner.....	M. Fisher
	NOTE—All advertising appears in Associated Newspapers—Lebanon Semi-Weekly Courier, Palmyra Weekly Citizen and Annville Weekly Journal, with a total circulation, including the Daily Report, of 7,657 copies, sworn.									
LEHIGHTON..... 3,300	Leader (e) 2,271	.025	.025	(I) (AP) (J) (3¢-18¢w, 50¢m) (82)	Guy V. Morthimer...	Guy V. Morthimer... L. G. Carpenter	Les G. Carpenter....	Wm. Osmola (bm)...	.....	L. G. Carpenter
LEWISTOWN..... 13,858	Sentinel (e) **7,731**	.045	....	(I) (INS) (J) (2¢-10¢w, 40¢m) (71)	Sentinel Co., Inc..... Walter Fosnot, Pres.	Meredith Meyers....	Ben F. Meyers..... R. S. Ruble (sp)	Walter Fosnot..... J. Shunkwiler (bm) D. W. Notestine (cm)	C. V. Rowland..... J. Shunkwiler (n)	Wm. V. Hetrick J. E. Thompson (j)
LOCK HAVEN.... 9,069	Express (e) 3,880	.035	.025	(I) (AP) (3¢-15¢w, 65¢m, $1.33) (82)	Express Ptg. Co..... F. D. O'Reilly, Pres.	Rebecca F. Gross....	John P. Wynne.....	Frank D. O'Reilly... Robt. S. Forney (cm)	Richard H. Yohe.... F. D. O'Reilly (n)	Fred S. Painter
MCKEESPORT... 54,632	News (e) **18,732**	.075	....	(I-R) (UP) (2¢-6¢w, $1) (82)	News Pub. Co..... W. D. Mansfield, Pres.	W. D. Mansfield....	D. M. Marker..... Merrill Granger (sp)	W. D. Mansfield.... R. J. Kurts (cm)	W. Z. McGrew..... W. D. Mansfield, Jr. (n) Donald Barnhart (cl)	B. W. Ellis
MAHANOY CITY. 14,784	Record-American (e) 6,066	.04	....	(R) (UP) (J) (2¢) (82).	American Tribune Pub. Co., Inc.	J. H. Kirchner.....	.....	.....	.....	C. Brandauer
MAUCH CHUNK. 3,396	Times-News (e) 3,065	.03	....	(I) (INS) (J) (2¢) (82).	James J. Boyle.....	James J. Boyle.....	.....	Gertrude Boyle (bm).	.....	M. Rickert
MEADVILLE..... 21,198 (City Zone) 16,936	Republican (e) **2,023x**	....	....	(R) (AP) (J) (3¢-15¢w, 60¢m, $2) (71)	Tribune Pub. Co..... E. I. Bates and R. S. Bates, co-pubs.	Robert S. Bates.....	K. P. Williams..... C. W. Johnson (sp)	Edward Irving Bates. Chas. B. Minold (cm)	Donald Gapp..... E. I. Bates (n)	G. Ackinclose H. B. Klingensmith (j)
	Tribune-Republican (m) **6,300x**	....	....							
	Combined daily (me) **8,323x**	.05	.045							
MECHANICSBURG 5,947	Local News (e) 1,180	.029	....	(R) (J) (2¢) (none).	J. A. Bushman Co...	J. A. Bushman..... A. H. Imhof	W. H. Wilson.....	J. A. Bushman.....	.....	L. J. Bushman
MIDDLETOWN... 9,063	Journal (e) 1,423	.025	....	(R) (J) (2¢) (82)....	.....	.....	.....	.....	.....	J. H. Fox
	NOTE—Rate includes insertion in Weekly Journal, with combination circulation of 3,469.									
MILTON..... 9,322	Standard (e) 3,828	.03	....	(I) (UP) (J) (2¢) (82)	Standard Ptg. Co.... P. G. Hastings, Pres.	F. G. Hastings (me).	.....	Penn G. Hastings....	.....	.....
MONESSEN..... 20,303	Independent (e) 3,350	.03	....	(R) (UP) (J) (2¢) (82).	Harry R. Pore.....	Harry R. Pore.....	Frank G. Lane.....	Harry R. Pore..... L. J. Roberts (cm)	.....	Robert K. Hart

(*Contined on page 92*)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Continued)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MONONGAHELA 8,664	Republican (e)	3,341	.03	....	(I) (UP) (J) (2¢-12¢w) (82)	Monongahela Pub.Co. Robt. H. Robinson, Pres.	Floyd M. France....	Frank Brookhouser (sp)	John T. Robinson... L. C. Healey (cm)	A. J. Reader.....	James Kennan (j)
MOUNT CARMEL 17,967 26,088 (City Zone)	Item (e)	**4,752**	.04	....	(I) (UP) (†) (J) (2¢-12¢w) (82)	Mt. Carmel Item,Inc. W. Penn Kemble,Pres.	W. Penn Kemble....	John H. Latshaw.... Burgess Morgan (sp)	W. Penn Kemble.... John Foley (cm)	Stephen A. Milo.....	R. J. Howells H. L. Anthony (j)
NEW CASTLE 48,705	News (e)	**15,699**	.075	.061	(R) (INS) (3¢-15¢w-$1.50) (82)	News Co., Inc..... Fred L. Rentz, Pres.	Fred L. Rentz.....	Geo. W. Conway.... E. H. Fritz (sp)	Jacob F. Rentz.....	Fred C. Scheppele...	H. E. Hickling
NEW KENSINGTON 22,988	Dispatch (e)	5,226	.035	.029	(I-R) (UP) (J) (2¢-12¢w, 50¢m, $1.25((40)	Dispatch Ptg. Co.... Ed. R. Peay, Pres.	M. P. Endean.....	J. S. Smith..... Wm. Forrester (sp)	Ed. R. Peay..... R. J. Harron (cm)	John T. Endean..... Mrs. F. Wolfe (cl)	Percy Powell Merv. Ashbaugh (j)
NORRISTOWN 35,853	Times-Herald (e)	**13,851**	.07	.04	(R) (UP) (J) (2¢-12¢w, 50¢m, $1) (137-105)	Norristown Herald, Inc. R. B. Strassburger,Pres.	Walter A. Wilson....	Wilmer D. Cressman.	Walter A. Wilson.... R. E. Stickler (cm)	Gordon H. Kite.....	Martin T. Hayden Paul Welsh (j)
OIL CITY 22,075	Blizzard (e)	4,353	.03	....	(I)(INS)(J)(3¢)(82).	Blizzard Pub. Co....	A. C. MacIntyre....	.....	C. F. Halderman(bm) C. C. Burns (cm)	.....	D. B. Curran
	Derrick (m)	**7,734**	.05	.03	(I-R) (AP) (J) (3¢-15¢w, 60¢m, $2) (32)	Derrick Pub. Co..... E. R. Boyle, Pres.	John O'Donnell..... Paul Young	Howard Schulteis.... Maurice Moran (sp)	John O'Donnell..... T. J. Moran, Jr.(cm)	Roy Brower.....	C. B. McQuown Jos. Nelson (j)
PHILADELPHIA 1,950,961 2,081,602(City Zone)	Bulletin (e)	**512,284**	.65	.65	(I-R) (AP) (2¢)(143)	Bulletin Co..... Rob. McLean, Pres.	Fred Fuller Shedd... Wm. B. Craig	Charles Israel.....	Wm. Simpson (bm).. Robt. L. McLean (cm)	Wm. Simpson.....	Frank Smith
	Financial Journal (e)	258	.25	.25	(I) (5¢-30¢w,$1m-$5) (none)	Phila. News Bureau, Inc. K. C. Hogate, Pres.	H. W. Bartlett.....	.....	Wm. A. Dailey..... R. A. Leckie (cm)	Wm. A. Dailey.....	Chas. Brill
	Inquirer (m) Sunday edition (S)	**277,966** **657,739**	.50 .80	.40 .55	(R) (AP,NYHT,HS) (#S) (†) (2¢d, 10¢S-$1.33d, $7S) (114-50-96B)	Inquirer Co..... Chas. A. Tyler,Pres.	John T. Custis..... R. C. Moorhead	E. Z. Dimitman..... S. O. Grauley (sp) S. S. Schwab (Su)	Chas. A. Tayler..... John L. Young (cm)	George G. Steele.... Gordon Chelf (n) Joseph Hopkins (cl)	Geo. W. Hosch,Jr.
	Legal Intelligencer (m)	953	.06	.06	(I) (UP) (10¢) (116)	Albert B. Maris.....	Albert B. Maris..... Harold C. Roberts	Walter E. Rauffenhart	J. N. Rauffenhart(bm) C. J. Odgers, Jr.(cm)	Geo. T. Thompson...	Carl R. Heintze
	News (e)	**132,515**	.32	.24	(R) (UP, INS) (2¢-12¢w-$1.33) (152-64)	Phila. Daily News, Inc. Lee Ellmaker, Pres.	Lee Ellmaker..... J. H. Keen	Robt. B. Vale..... Lansing McCurley(sp)	Lee Ellmaker..... J. F. Corcoran (cm)	J. C. Marscher, Adv. Dir. T. J. Young (n)	Wm. I. Seltzer
	Public Ledger (e)	**191,844**	.42	....	(I-R) (AP, UP) (2¢) (20-87)	Public Ledger, Inc... J.C.Martin,Pres.-Pub.	C. M. Morrison..... John J. McLaughlin	J. Paul Pedigo..... E. J. Pollock (sp)	J. R. Westcott (cm).	Edward L. Wingert..	Leon Holtzinger (Prod. Mgr.)
	Record (m) Sunday edition (S)	**221,927** **330,835**	.40 .50	.20 .22	(I)(AP,UP,INS,HS) (†) (J) (2¢d, 10¢S- $1.33d,$7.50S)(90)	Phila. Record Co.... J. David Stefn, Pres.	Harry T. Saylor..... Wm. F. Hawkes	Lawrence Flick, Jr... James O. Gantz (sp) Chas. D. Mackey(Su)	Jacob Omansky..... E. J. Woodward (cm)	Richard C. Laughlin. N. Harry Wagner (n) Wm. Fleming (cl)	JamToler
PHILIPSBURG 3,600	Journal (e)	1,870	.011	....	(I) (INS) (J) (2¢) (none)	W. T. Bair.....	W. T. Bair.....	.....	.....	.....	J. E. Bair
PHOENIXVILLE 12,029	Republican (e)	4,493	.035	....	(R) (AP) (J) (2¢) (40-105)	Phoenixville Pub. Co. H. H. Gilkyson, Jr., Pres.	E. J. Breece.....	.....	E. J. Breece..... S. H. Umstead (cm)	S. H. Umstead.....	Harry Crothers
PITTSBURGH 669,817	Post-Gazette (m)	**206,036**	.45	....	(I) (AP, UP, US,CT) (3¢-18¢w) (14)	Post-Gazette Pub. Co. Paul Block, Pres.- Pub.	Oliver J. Keller..... W. U. Christman	Joseph Shuman..... Havey Boyle (sp)	Oliver J. Keller..... R. Kent Hanson (bm) Ray Foudray (cm)	R. K. Hanson, Ad.Dir. Adolph Frey (local) J. F. O'Connor (cl)	Howard Ladd
	Press (e) Sunday edition (S)	**167,526** **270,927**	.40 .45	.31 .30	(I) (UP, SHNA) (*S) (†) (3¢d, 10¢S) (129-96B)	Press Pub. Co..... H. C. Milholland, Pres.	Edward T. Leech.... W. W. Forster	L. J. Fagan..... Chester L. Smith(sp) Wm. A. White (Su)	F. G. Morrison..... W. R. Rauck (cm)	H. E. Perkins, Ad.Dir. Frank Losch (n) J. McGovern (cl)	Chas. M. Wolf
	Sun-Telegraph (e) Sunday edition (S)	**147,909** **351,050**	.40 .55	....	(I) (INS, AP) (3¢d, 10¢S-18¢w, $2.25d, $8.50S) (14)	Pitt Pub. Co..... W. R. Hearst, Pres.	Royal Daniel, Jr.(me)	Alex Zehner..... Harry Keck (sp) G. E. McMurray (Su)	Wilmer M. Jacoby... McHenry Browne(bm) B. W. Bloom (cm)	Stuart List..... John F. Whitehill (n) H. A. Feldgois (cl)	.....
PITTSTON 18,246	Gazette (e)	.....	.035	....	(R) (UP) (J) (3¢) (40)	Wm. J. Peck.....	Wm. J. Peck.....	.....	.....	.....	Ed. C. Vogel
POTTSTOWN 19,424	Herald (m)	**5,054**	.035	.02	(I) (US) (2¢-10¢w- $1.33) (40)	Morning Herald Pub. Co. J. K. Klink, Pres.	J. Ernest Spare..... R. C. Kelly, asso.ed.	J. Ernest Spare..... Harry S. Dilser (sp)	John E. Klink..... H. B. Hallman (cm)	John T. Wagner.....	Chas. H. Stetler
	Mercury-News (m)	**7,608**	.06	.04	(I) (AP, UP) (†) (J) (2¢-10¢w-$1.35) (82-105)	News Pub. Co..... Wm. M. Hiester, Pres.	Paul L. Diefenderfer.	P. L. Diefenderfer... Don Rigg (sp)	Shandy Hill..... Lewis Feather (bm) W. S. Zimmerman (cm)	Geo. A. Lessig..... E. L. Rhinehart (cl)	Geo. A. Chadwick Wm. H. Moyer (j)
POTTSVILLE 24,300 27,225 (City Zone)	Journal (e)	10,277	.04	.031	(R) (UP) (J) (2¢- 12¢w, 50¢m-$1.50) (123)	Miners Journal News- paper Co. H. I. Silliman, Pub.	H. I. Silliman.....	David E. Yocum.... W. S. Farquhar (sp)	H. G. Rhoads..... T. L. Kriston (cm)	Wm. H. Ent..... A. M. Gottschall (n) M. H. Shovlin (cl)	W. F. Smith R. C. Shearer (j)
	Morning Paper (m) Republican (e) Combined daily (me)	**1,896x** **14,270x** **16,166x**	.... .07	.... .06	(I-R) (AP) (J) (2¢- 12¢w-$1.33) (40)	J. H. Zerbey News- papers, Inc. J. H. Zerbey, Jr., Pres.	H. C. Hoffman (me).	H. C. Hoffman..... B. G. Dunlop (sp)	E. L. Clifford..... Thos. Davis, Jr. (cm)	E. L. Clifford..... Jos. Gallagher (n) Mrs. M. DeRose (cl)	C. B. Schum
PUNXSUTAWNEY 9,226	Spirit (e)	4,990	.035	.03	(R) (UP) (†) (J) (3¢- 60¢m) (71)	Spirit Pub. Co..... P. L. Smith, Pres.	S. S. Smith..... P. L. Smith	S. S. Smith..... Sid Carlton (sp)	J. B. Hunger.....	A. I. Eberhart.....	H. L. Wolfe J. A Harlan (j)
READING 111,171	Eagle (e) Sunday edition (S)	**47,252** **80,804**	.13 .13	.09 .07	(I) (AP, UP, INS) (†) (J) (3¢d, 5¢S- 15¢w) (78)	Eagle Co..... Hawley Quier, Pres.	Walter Dillon.....	John Prescott..... William Reely (sp) Ron Sercombe (Su)	James Keller..... Joseph Abey (cm)	John Nolan..... Carl Mull (cl)	Harry Yost Paul Reifsnyder (j)
	Times (m)	**36,314**	.11	....	(I) (AP, US) (†) (3¢) (76)	Times Pub. Co..... John H. Perry, Pres. N. S. Veal, Pub.	Abe Hurwitz.....	.....	N. S. Veal..... E. L. Levan (cm)	C. W. Detweiler..... John Doyle (cl)	H. Y. Sterrett
RENOVO 3,950	Record (e)	1,811	.018	....	(D) (INS) (J) (2¢- 12¢w, 50¢m) (none)	J. U. Shaffer.....	John U. Shaffer..... John U. Shaffer, Jr.	.....	.....	.....	.....
RIDGWAY 6,316	Record (e)	2,713	.03	.02	(I) (UP) (J) (3¢- 15¢w) (82)	Ridgway Pub. Co.... W. A. Scully, Pres.	A. T. Thompson, Jr..	W. B. Wagoner (sp).	A. T. Thompson, Jr.. Mrs.T.G.Scheiler(cm)	W. B. Wagoner.....	M. G. Helms
ST. MARYS 7,399	Press (e)	2,371	.03	.02	(D) (UP) (J) (3¢- 15¢w) (82)	Press Pub. Co., Inc.. W. G. Bauer, Pres.	H. T. O'Brien.....	H. T. O'Brien.....	A. G. Brehm (bm)...	James A. Dippold....	Geo. T. Wegener Frank Robacker (j)
SAYRE 7,902 21,644 (City Zone)	Times (e)	5,145	.035	....	(I) (UP) (3¢-18¢w- $1.50) (41)	Sayre Ptg. Co..... F. H. Cook, Pres.	.....	R. C. Hascall.....	Frank H. Cook.....	F. P. McCormick....	.....
SCRANTON 143,433	Republican (m)	**34,907x**	.11	.07	(I-R) (AP) (2¢- 50¢m-$1.25) (116- 150)	Republican Pub. Co.. F. D. Schroth, Pres.-Pub.	Frank D. Schroth.... Edward Welty	B. B. Powell..... Jos. Polakoff (sp)	David J. Thomas (cm)	Wm. T. Dodge..... C. A. Reynolds (cl)	F. J. Kilcullen
	Scrantonian (S)	**39,076x**	.12	.09	(I) (UP) (*S) (†) (10¢) (69-59-30)	Scrantonian Pub. Co. Richard Little,Pres.	E. Tracy Sweet.....	Chick Feldman (sp)..	M. L. Goodman..... Morris Goodman(cm)	H. S. Goodman.....	James Ryan
	Times (e)	**50,469**	.14	.10	(D) (AP, UP, INS) (2¢-12¢w, 52¢m- $1.25) (85)	Edward J. Lynett....	Edward J. Lynett.... A. J. O'Malley	John F. Ruddy..... Jos. M. Butler (sp)	John E. Bradley..... E. J. Cullen (cm)	J. W. Flanagan.....	William Miller

(*Continued on page* 94)

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Evening and Sunday

Pittsburgh Sun-Telegraph

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt
SHAMOKIN 20,774 38,778 (City Zone)	Herald (e) 2,889	.025	....	(I-R) (J) (82)	Mrs. M. A. Steel	W. A. Steel		W. A. Steel (bm) S. Adamiak (cm)		
	News-Dispatch (e) 10,886	.06	.05	(I) (UP) (J) (2¢-12¢w-$1) (40)	Robert E. Malick R. V. Moser, Pres.		Howard Siglin Thos. Davis (sp)	J. Monroe Boyer R. E. Malick (bm) Robert Bird (cm)	J. Monroe Boyer Goldie Walburn (cl)	John Hoy W. Buffington (j)
	Public Press (m) New daily	.04	....	(I) (AP) (J) (2¢-10¢w-$1) (37)	Robt. V. Moser, Pres.	C.E.Middlesworth(me)	Wm. Dyer Robt. Evans (sp)	Harry Long Wm. MacElwee (cm)	Thos. Cook	
SHARON 25,908 46,969 (City Zone)	Herald (e) **14,469**	.07	....	(I-R) (UP) (†) (J) (3¢-15¢w) (40)	Herald Co. A. W. McDowell, Pres.	William B. Ramsey	Jos. Shatto & J. A. Harshman Thos. Gibbons & R. S. Lyman (sp)	C. B. Larts Geo. Manning (cm)	Paul H. Achre R. S. Arthur (n) Miss F. L. Weaver (cl)	Horace Clark Jos. Pharmer (j)
SHENANDOAH 21,782	Herald (e) 6,552	.045	....	(R) (UP) (†) (J) (2¢-12¢w, 50¢m, $1.33) (82)	Herald Ptg. Co. C.T.Straughn,Pres.	Clifford A. Shaw C. T. Straughn	Philip Cameron Bruce B'Oria (sp)	C. T. Straughn K. A. Hoffman (bm). Mae Peck (cm)	Karl A. Hoffman	Chas. L. Fowler Geo. Hostetler (j)
SOMERSET 4,395	Herald (e) 3,664	.04	....	(R) (AP) (J) (2¢-10¢w, $1) (82)	Somerset Newspapers, Inc. N. B. Reiley, Pres.	Robert S. S. Cull H. Henry Reilly	Ed Lebo C. A. Welsh Jr. (sp)	H. Baker Reiley Mary Hause (bm) Betty Reiley (cm)	Mary Black Betty Reiley (cl)	Howard Brangler H. A. Miller (j)
STATE COLLEGE & BELLEFONTE 4,450 9,450 (City Zone)	Centre Times (e) 3,750	.03	.029	(R) (UP) (J) (3¢-12¢w, 50¢m, $1.33) (40)	Nittany P. & P. Co. C. G. Aikens, Pub.	W. K. Ulerich	G. A. Scott	R. J. Kennard (bm). H. M. Morrow (cm)	W. K. Ulerich	R. C. Knepper J. W. Knepper (j)
STROUDSBURG & EAST STROUDSBURG 12,000 (City Zone)	Record (e) **3,693**	.04	....	(D) (AP) (J) (2¢, 10¢w, $1.00) (40)	Monroe Pub. Co. W. L. Andre, Pres.	Wm. P. Deering	A. F. Everitt	N. A. Frants H. D. Rodewald (cm)	L. H. Cross I. M. Johnson (cl)	N. O. Bender
	Sun (m) **3,316**	.04	....	(I-R) (AP) (†)(2¢) (82)	Morning Sun Co., Inc. E. M. Lazarus, Pres.-Pub.	J. H. Eagle	H. H. Heller	Edgar M. Lazarus	Emile Freniere	Earl Deal
SUNBURY 15,672	Daily (e) 7,502	.04	.025	(I) (AP) (J) (2¢-10¢w, 35¢m, $1) (82)	Daily Pub. Co. Lewis Dewart, Pres.	S. C. Price	T. L. Roberts Jack Gillen (sp)	Lewis Dewart Wm. E. Wolfe (bm) R. H. Eisley (cm)	J. S. McComba W. E. Wolfe (n) B. W. Hoover (cl)	J. O. Lawrence
	Item (e) **7,012**	.04	....	(I) (UP) (J) (2¢) (40)	Haddon & Beck B. A. Beck, Pres.	Francis C. Burrows Harry H. Haddon	F. G. Burrows	Basse A. Beck G. T. McCorkhill (cm)	Fred J. Byrod	Walter Wender
SUSQUEHANNA 3,203	Transcript (e) 1,806	.025	.025	(R) (J) (2¢-50¢m, $1) (82)	U. G. Baker	U. G. Baker	Paul S. Baker (sp)	U. G. Baker	U. G. Baker	
TAMAQUA 12,963	Courier (e) 4,107	.035	.035	(R) (UP) (J) (2¢-12¢w, 50¢m, $1.50) (82)	J. M. Harris	J. M. Harris	R. Meredith (sp)	J. M. Harris C. Deininger (cm)	E. M. Hirsh	Frank Miller
TARENTUM 9,551	Valley Daily News (e) 5,223	.04	.025	(I-R) (UP) (J) (2¢) (71)	News Ptg. Co. C. P. Howe, Pres.	Geo. D. Stuart Chas. P. Howe	Geo. D. Stuart C. B. Schwartz (sp)	Chas. P. Howe Hilda Larson (cm)	Geo. P. Schmitt Mrs. L. Evans (cl)	W. A. Hawthorne
TITUSVILLE 8,055	Herald (m) 4,613	.035	....	(R) (AP) (J) (3¢-15¢w) (82)	Herald, Inc. E. T. Stevenson, Pres.-Pub.	E. T. Stevenson E. W. McNally	L. F. Thayer (sp)	M. M. Lockwood (bm) C. Patterson (cm)	J. R. Stevenson	Earl Wolfe Albin Benson (j)
TOWANDA 4,104	Review (m) 5,482	.04	.025	(R) (AP) (J) (3¢-15¢w, $1.25) (40)	Towanda Ptg. Co. H. M. Turner, Pres.	Hulett M. Turner	Staley N. Clarke L. A. Merrill, Jr. (sp)	T. J. Finn (bm)	Thomas J. Finn	E. A. Parsons H. F. Shayler (j)
TYRONE 9,042	Herald (e) 2,857	.03	.025	(R) (INS) (J) (2¢-50¢m, $1) (82)	Herald Co. B. C. Jones, Pres.	B. C. Jones	A. R. Flenner	P. M. Kienzle J. C. Chamberlain (cm)	P. M. Kienzle	Geo. Oberly
UNIONTOWN 19,544	Herald (m) 9,741	....	....	(R) (AP, INS) (J) (2¢-12¢w, $1) (40)	Fayette Pub. Co. W. P. Harader, Pres.-Pub.	J. Fred Shean	R. S. Isinger (m) J. S. Albright (e) E. W. Kennedy (sp)	C. D. Harader W. P. Harader (bm) Ira W. Coldren (cm)	Lindsey E. Bierer	R. M. Berry A. J. Wahler (j)
	Genius (e) 8,870	....	....							
	Combined daily (me) 18,611	.04	....							
	News-Standard (e) 10,792	.045	....	(D) (UP) (2¢-12¢w) (82)	Uniontown Newspapers, Inc. J. Y. Chidester, Pub.	O'Neil Kennedy	A. Goldberg (sp)	S. W. Calkins Basil Lehigh (cm)	L. S. Kendall Eleanor Rocks (cl)	Harold Cochran
VANDERGRIFT 11,479	News (e) 4,167	.035	.03	(I-R) (UP) (2¢-50¢m, $1.15) (71)	News Pub. Co. H. D. Brauff, Pres.	Herbert D. Brauff B. S. Campbell	Byron S. Campbell R. L. Bryant (sp)	Herbert D. Brauff A. M. Bannard (cm)	H. W. York	William Hays
WARREN 14,863	Times-Mirror (e) 7,990	.05	.04	(I) (AP) (3¢-15¢w, 50¢m, $1.50) (82)	Times Pub. Co., Inc. S. E. Walker, Pres.	Paul Riston S. E. Walker	Edward Lowrey Elwyn Hilden (sp)	S. E. Walker W. A. Walker (bm) Chas. Kirschkartz (cm)	J. Knoll R. Allen (cl)	F. Masterson
WASHINGTON 24,700	Observer (m) **9,931**	....	....	(I-R) (AP, UP) (2¢-6¢w, $1) (17)	Observer Pub. Co. J. L. Stewart, Pres.-Pub.	John L. Stewart	J. C. Day (m) M. H. Day (e)	H. L. Christman (bm) W. P. Wilson (cm)	H. L. Christman	
	Reporter (e) **6,389**	....	....							
	Combined Daily (me) **16,320**	.07	.07							
WAYNESBORO 10,167	Record-Herald (e) 4,156	.035	.03	(I-R) (UP) (J) 2¢-35¢n, (40)	Record-Herald Pub. Co. F. Chalfant, Pres.	Floyd Chalfant W. H. Syrhock	W. J. Davis	Floyd Chalfant G. F. Blessing (bm) A. S. Etter (cm)	G. F. Blessing Mrs. M. B. Wachter (cl)	Chas. A. Wayne
WAYNESBURG 4,915	Democrat-Messenger (m) 5,051	.04	.025	(D) (US, INS) (J) (2¢-12¢w, 48¢m, 50¢) (82)	Robt. H. Robinson	Floyd H. Miller	C. E. Ross (sp)	J. T. Robinson (bm). C. D. McLucas (cm)	James Hughes	C. Hunnells(j)
WEST CHESTER 12,335	Local News (e) **10,194**	.05	....	(I) (UP) (†) (2¢-12¢w, $1.25)	Daily Local News Co. E. N. Pusey, Pres.	E. L. McKinstry Henry L. Brinton	H. McDevitt (sp)	C. E. Stoneback J. B. Taylor (cm)	Geo. L. Anderson C. E. Stoneback (n)	
WILKES-BARRE 86,626	News (e) 19,002	.06	.04	(R) (INS) (3¢-9¢w, $1.50) (82)	J. A. Hourigan, Sr.		John J. McSweeney	J. A. Hourigan, Jr. (bm) S. E. Lasman (cm)	James F. McKeown	
	Record (m) **29,575**	.08	.06	(I-R) (AP) (†) (3¢-$2) (123)	Record Co. Mrs. G. P. Johnson, Pres. F. G. Johnson, Pub.	R. W. Johnson (me) J. F. Collis, Asst. (me)	Joseph M. Walsh	L. J. Van Laeys T. A. Gavin (bm) John Burak, Asst.(bm)	M. M. Bartlebaugh, Ad. Dir. N. E. Nelson (cl)	
	Sunday Independent (S) 24,117	.06	.04	(I-R) (UP) (10¢) (40)	Independent Co. J. V. Heffernan, Pres.	Thos. F. Heffernan John V. Heffernan	Thos. E. Heffernan (sp)	Thos. F. Heffernan G. P. Heffernan (bm) Peter A. Golden (cm)	Geo. P. Heffernan	Jos. P. Ruanock
	Times-Leader (e) **29,040**	.07	.07	(I) (AP) (†) (J) (3¢-50¢m-$1.50) (137)	Leader Pub. Co. Col. E. G. Smith, Pres.-Pub.	Col. Ernest G. Smith Joseph T. Murphy	Edward J. Donohue F. X. Welsh (sp)	Col. Ernest G. Smith Hugh Jones (bm) Chas. T. Buck (cm)	James A. Crawley Bessie Lenehan (n) O. A. Stecher (cl)	E. W. Prophet W. L. Griffith (j)
WILLIAMSPORT 45,729 58,068 (City Zone)	Gazette & Bulletin (m) **5,708**	....	....	(I) (AP, UP) (3¢) (92)	Sun-Gazette Co. John E. Person, Pres.	Elmer L. Schuyler(m) Bruce A. Hunt (e) Edmund F. Wolf (man.-ed.)	Q. E. Beauge (m) Howard E. Ade (e) L. Pickelner (sp-m). R. Steinhipler (sp-e)	John E. Person E. M. Case (bm) J. S. Davis (cm)	L. C. Barland W. V. Person (n) L. Lindauer (cl)	
	Sun (e) **19,680**	....	....	(I) (AP, UP) (2¢) (92)						
	Combined daily (me) **25,388**	.10	....							
	Grit (S) 29,237	.08	.08	(I) (AP) (J) (†) (3¢) (114-18)	Grit Pub. Co. Dietrick Lamade, Pres.	Howard R. Davis(me)	Kenneth D. Rhone Wm. J. Kehoe (sp)	Dietrick Lamade Howard J. Lamade(bm) Geo. W. Stabler (cm)	Chas. D. Lamade	L. V. Minesinger H. J. W. Kessler (j)

(*Continued on page* 96)

Some Regular Features

Linage tables once a month, showing amount of advertising carried by newspapers of principal cities.

Advertising and Publishing Convention Reports—national, state, territorial and local.

Editorials that stand out—clear cut, virile, sane interpretations of current trends in Advertising and Publishing.

EDITOR & PUBLISHER Linage Index, showing trends in chief classifications of advertising.

Advertising Federation of America, A.N.P.A. and other Convention Numbers.

Semi-Annual Linage Tables in February and August.

Interviews with key advertising and newspaper men.

An Advertising Success story or two in every issue.

Equipment Review Supplement (monthly).

Mechanical Equipment Data Number, in October.

"Folks Worth Knowing."

"Our Own World of Letters"—chatty reviews of new books by advertising or newspaper men, or about their work.

Mr. Pew's "Shop Talk at Thirty" page, with its delicious reminiscent hitherto unpublished glimpses behind the advertising and publishing scenes.

Syndicate Directory, in September.

BASIC DATA

THE INTERNATIONAL YEAR BOOK, issued in January, reports circulations and rates executive personnel, services, and representation of more than 2,000 daily newspapers in the United States and Canada. This volume also contains a compilation of daily newspapers of the world.

THE MARKET GUIDE, issued in November contains basic marketing and merchandising information on nearly 1,500 cities in the United States and Canada having daily newspapers—population breakdown, income tax returns, principal industries, retail outlets, etc.

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Edtor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
YORK	Dispatch									
55,254	(e) 21,266	.07	....	(I-R) (AP) (J) (2¢-10¢w-$1) (123)	Dispatch Pub. Co. John F. Young, Pres.	E. B. Williamson	James W. Shettel Myles L. Loucks (sp)	H. W. Young H. F. Eyster (bm) Chas. K. Blasser (cm)	Ralph M. Stagemyer. H. F. Eyster (n) John G. Enders (cl)	D. P. Young C. T. Fulton (i)
	Gazette & Daily									
	(m) 19,046	.08	....	(I-D) (AP) (J) (2¢-10¢w-$1) (71)	Gazette Co. J. W. Gitt, Pub. A. C. Wiest, Pres.	J. W. Gitt Bernard Elsesser	Jay W. Good Luther Kohr (sp)	J. W. Gitt F. E. Kain (cm)	Gilbert A. Diets J. Harold Coffman(cl)	Harry Morris Geo. E. Thomas (i)

RHODE ISLAND

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	Sports Editor	Bus. Manager	Adv. Manager	Mech. Supt.
NEWPORT	Herald									
27,612	(m) 3,104	....	....	(I) (AP) (2¢-9¢w, $1.50, (3)	Newport Herald Corp. W. D. Hazard, Pres.	L. K. Carr	W. D. Hazard Geo. Donnelly (sp)	L. K. Carr E. J. Roderick (cm)	L. K. Carr	S. J. Buckley
	News									
	(e) 6,782	.035	.026	(I) (AP) (2¢-12¢w, 50¢m, $1.50, (96)	E. A. Sherman Pub. Co. Mrs. Hazel P. Sherman, Pres.	George Burdick Benj. F. Thurston	Emil E. Jemail J. S. Edward (sp)	George Burdick F. I. Greene (bm) H. J. McGowan (cm)	Carl O. Gustafson F. I. Greene (n)	.....
PAWTUCKET	Times									
77,149 103,047 (ABC City)	(e) **29,853**	.09	.08	(I-R) (AP, UP) (2¢ 14¢w, $1.40) (56)	S. T. Black, Pub. E. B. Aldrich, Pres.	Daniel J. Lawlor John Monoghan (sp)	Frank W. Healey Jas. E. Mulligan (sp)	Stanley T. Black Daniel E. Byron (cm)	G. Fred'k Aiken Philip L. Holt (cl)	C. Spooner
PROVIDENCE	Journal									
252,981 346,348 (ABC City)	(m) **43,698**	.12	....							
	Bulletin									
	(e) **94,356**	.23	....	(I) (AP, UP) (*S) (†) (mer) (44-12)	Providence Journal Co. Stephen O. Metcalf, Pres.	Sevellon Brown (me). G. W. Carpenter (me-m) David Patten (me-e)	James B. Stickley (m) Delmar Milne (e) John R. Hess (sp) Hazen Conklin (Su)	Allison Stone T. F. Farrelly (cm)	F. B. Hurd (adv. dir.) A. L. Poorman (n) W. R. Denny (loc.) Jas. A. Doherty (cl)	Frank F. Shaw
	Combined daily									
	(me) **138,004**	.30	....							
	Sunday edition									
	(S) **94,091**	.23	....							
	News-Tribune									
	(e) **26,141**	.10	.09	(D) (AP) (†) (2¢-$1.35, (135-47)	News-Tribune Co. H. A. Baker, Pres.	J. B. Calvo (me)	P. E. Gravelese Arthur Markey (sp)	Roy I. Wakeman(bm) John J. Griffin (cm)	William Mill Edw. McCarthy (cl)	D. J. Cecesa
WESTERLY	Sun									
10,997 16,344 (ABC City)	(e) **5,223**	.04	.04	(R) (AP) (J) (2¢-$1.40, (17)	Utter Co. Elizabeth L. Utter, Pres.	George B. Utter	George B. Utter A. Soloveitzik (sp)	George B. Utter	Wilfred R. Utter W. B. Utter (n)	L. R. Greene
	Sunday edition									
	(S) **5,188**	.04	....							
WEST WARWICK	Pawtuxet Valley Times									
17,696	(e) **4,288**	.03	....	(I) (INS) (J) (1¢-7¢w, 50¢, (41)	Pawtuxet Valley Daily Times, Inc. Irving P. Hudson, Pub.-Pres.	Irving P. Hudson	Irving P. Hudson	Irving P. Hudson Wm. J. Hammond(bm) Daniel T. Burns (cm)	Jos. E. Gilman Wm. J. Hammond (n)	E. P. Knight
WOONSOCKET	Call									
49,376	(e) **16,450r**	.06	.05	(I) (AP) (†) (2¢-12¢w, 50¢m $1.50) (56)	Evening Call Pub. Co. S. E. Hudson, Pub. C. W. Palmer, Pres.	Samuel E. Hudson Arthur H. Crowell	Paul L. Smith A. H. Crowell (sp)	Chas. W. Palmer B. W. Hudson (bm) John V. Connor (cm)	Buell W. Hudson Nellie I. Staple (cl)	A. P. Palmer

SOUTH CAROLINA

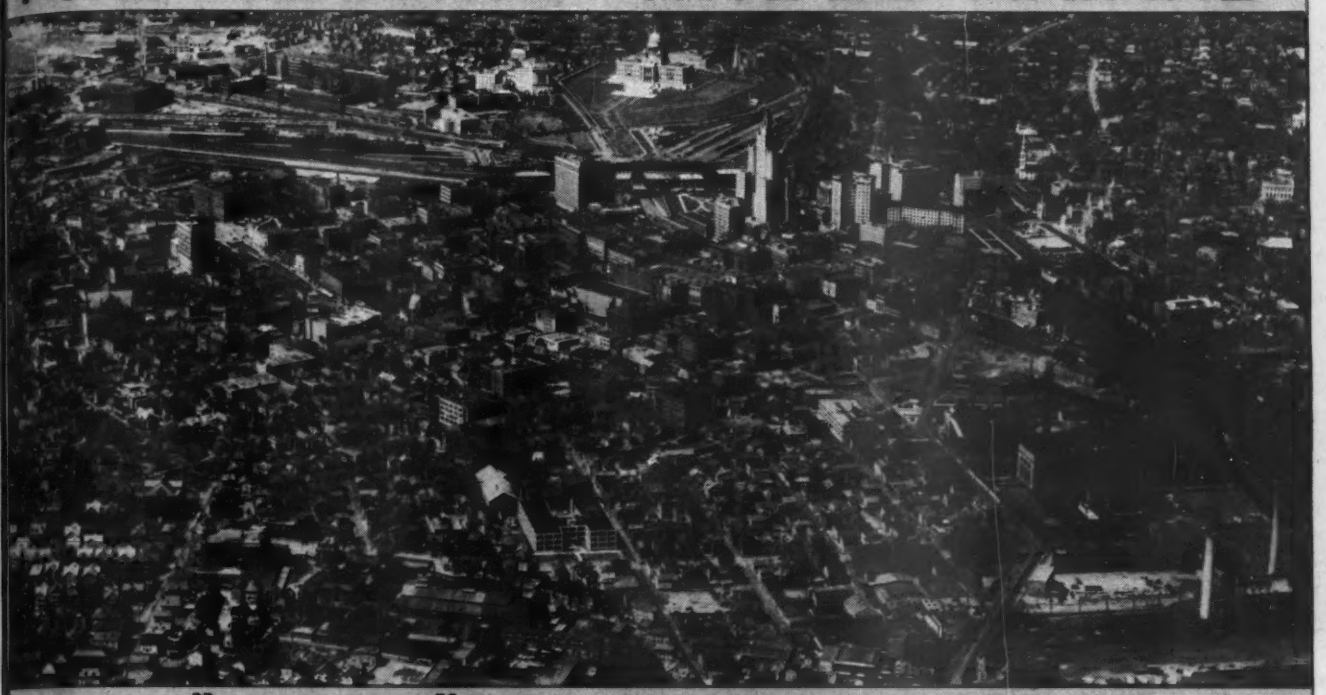
City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	Sports Editor	Bus. Manager	Adv. Manager	Mech. Supt.
ANDERSON	Independent-Mail									
14,383 22,383 (ABC city)	(m) **5,063**	....	....							
	Mail									
	(e) **3,624**	....	....							
	Combined daily									
	(me) **8,707**	.06	.06	(I) (AP, UP, INS) (†) (76)	Independence Pub. Co. Wilton E. Hall, Pres.	Wilton E. Hall (m) R. Glover Miller (e) L. Hembree (me-m) Jas. B. Hall (me-e)	T. F. Acker (m) Jim Blessing (e) L. Leonard (sp-m) Red Campbell (sp-e)	P. H. Battle (bm) T. D. Hall, Jr. (cm)	P. H. Battle J. J. Findley, Jr. (n) Mary Neese (cl)	Paul Murphy
	Sunday edition									
	(S) **4,380**	....	....							
	Saturday & Sunday									
	(eS)	.06	....							
	Record									
	(e) 2,718	....	.02	(I) (UP) (J) (2¢-10¢w, 45¢m, $1.) (55)	Brown Pub. Co. G. Paul Browne, Pub.	G. Paul Browne W. S. Bewley	J. V. Dunford	G. Paul Browne (bm) B. L. Martin (cm)	.....	J. O. Davenport
CHARLESTON	News & Courier									
62,265	(m) **18,822**	....	....							
	Post									
	(e) **12,817**	....	....	(I-D) (AP, UP, NANA) (†) (5¢-20¢w, morn, 15¢w, evg. 85¢m, morn, 65¢m, evg. $2.50d, $6S) (18)	News & Courier Co. Eve. Post Pub. Co. R. S. Manigault, Pres.	W. W. Ball (m) F. O. Emerson (e) T. P. Lesesne (me-m) Edw. Manigault (Asso-ed)	T. R. Waring (m) M. J. Rubin (e) Russell Rogers (sp-m) E. M. Collison (sp-e)	H. T. McGee (bm)	R. E. Bradham (adv. dir.) G. J. Jenkins (loc.) R. E. Bradham (n)	H. M. Duke
	Combined edition									
	(me) **31,639**	.10	.075							
	Sunday edition									
	(S) **25,190**	....	....							
	Evening & Sunday									
	(eS)	.11	.08							
COLUMBIA	Record									
51,581 71,704 (ABC city)	(e) **20,627**	.07	....	(D) (AP) (†) (5¢) (76)	Record Pub. Co. J. D. Wise, Pres.	G. A. Buchanan, Jr.	F. C. Withers, Jr. Banjo Smith (sp)	Alfred Owings (cm)	N. E. Brown S. S. Adams (cl)	E. R. Britton
	State									
	(m) **29,236**	.09	....	(D) (AP) (UP) (J) (5¢, 10¢S-20¢w, 75¢m) (18)	State Co. Wm. E. Gonzales, Pres.	William E. Gonzales. McDavid Horton	S. L. Latimer, Jr. J. A. Montgomery(sp) McDavid Horton(Su)	F. C. Withers R. D. Overand (cm)	Wm. P. Etchison W. H. Clews (cl)	A. B. Watson C. C. Miller (i)
	Sunday edition									
	(S) **29,883**	.09	....							
FLORENCE	News									
14,774	(m) 3,690	.035	....	(D) (AP) (J) (55)	J. P. Parnell & J. M. O'Dowd, Pubs.	J. M. O'Dowd	.....	G. T. Carter (cm)	E. Dargen McKnight	B. H. Phipps
	Sunday edition									
	(S) 3,690	.035	....							
GREENVILLE	News									
29,154	(m) **31,980**	....	....							
	Piedmont									
	(e) **12,723**	....	....	(I-D) (AP, UP) (†) (17)	News-Piedmont Co. Roger C. Peace, Pres.	Roger C. Peace (m) J. W. Chapman (e) E. N. Smith (me-m) A. T. McCain (me-e)	C. H. Garrison (ce-e) R. L. Carr (ce-m) J. C. Latimer (sp-m) D. A. Tinninghast (sp-e) E. N. Smith (Su)	Roger C. Peace Charlie Peace (bm) A. F. Ballentine (cm)	W. Fred Heller A. Hill (n) Geo. G. Leake (cl)	T. P. Cantwell
	Combined daily									
	(me) **44,713**	.14	....							
	Sunday edition									
	(S) **31,764**	.12	....							
GREENWOOD	Index-Journal									
11,020	(e) 3,841	.03	....	(D) (AP) (J) (5¢-20¢w, 75¢m) (17)	Index-Journal Co. H. L. Watson, Pres.	H. L. Watson Ed. Wideman	Ed. Wideman E. R. Finlay (sp)	G. W. Gardner Ralph Norman (cm)	B. L. Wood G. W. Gardner (n) R. Norman (cl)	W. A. Culbertson C. P. Seymour (i)
	Sunday edition									
	(S) 3,841	.025	....							
ROCK HILL	Herald									
11,322	(e) 3,353	.03	....	(I-D) (AP) (5¢-15¢w, 60¢m) (26)	A. W. Huckle	A. W. Huckle	.....	.....	.....	.....
SPARTANBURG	Herald									
28,723 43,000 (ABC City)	(m) **12,527**	....	....							
	Journal									
	(e) **5,895**	....	....							
	Combined daily									
	(me) **18,422**	.09	....	(D) (AP) (†) (5¢-20¢w, 90¢m, $2.50) (76)	Herald-Journal Co. J. D. Wise, Pres.	J. F Crook (m) P. H. Fike (e) A. G. Keeney (me)	C. C. Ligon (ce-m) T. A. Smith (ce-e) Wilton Garrison (sp)	J. D. Wise Max Bridges (bm) J. M. Blalock (cm)	C. E. Godfrey S. McCutcheon (n) Miss B. Robeson (cl)	C. E. Webber
	Sunday edition									
	(S) **17,417**	....	....							
	Evening & Sunday									
	(es)	.10	....							
SUMTER	Item									
11,780	(e) 3,263	.025	....	(D) (AP) (J) (55)	Osteen Pub. Co., Inc.	H. G. Osteen	.....	H. G. Osteen	H. G. Osteen	.....
UNION	Times									
7,419	(e) 2,650	.021	.021	(D) (AP) (J) (5¢-10¢w, 40¢m, $5) (none)	Union Times Co. Lewis M. Rice, Pres.	Lewis M. Rice	.....	.....	Bill Feaster	M. Rice

SOUTH DAKOTA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	Sports Editor	Bus. Manager	Adv. Manager	Mech. Supt.
ABERDEEN	American									
16,465	(m) **7,577**	....	....							
	News									
	(e) **4,607**	....	....	(I-R) (AP) (†) (5¢-15¢w, 60¢m- $2) (119)	Robert L. Owens	John A. Bailey	Blaine Rowlee Larry Desautels (sp) Glenn E. Marts (Su)	Robt. L. Owens (bm). F. R. Campbell (cm)	Fred C. Stellner	L. L. Kester
	Combined daily									
	(me) **12,184**	.07	.07							
	Sunday edition									
	(S) **11,300**	.07	.07							

(*Continued on page 98*)

PROVIDENCE-RHODE ISLAND



A "Must" Market For 1936

New England's Second Largest

PROGRESS in this compact, industrial area during 1936 points to increased activity and greater profits for advertisers throughout the current year. On any major schedule for National or New England sales the Providence-Rhode Island market will be rated "must" for 1936.

More Money to Spend

Levels for practically all significant measures of business activity in Rhode Island advanced through 1935. Bank Debits rose 12 per cent. over the previous year. A twelve-year low was recorded in Business Failures. Giving more money to more people, payrolls for the year advanced more than 10 per cent. and were the highest of any year since 1931. In an estimate of consumer income for the first six months of 1936, Brookmire Bulletins predict an advance of 22 per cent. over 1935 for Rhode Island.

The current trend is definitely up. Increased incomes should be registered during 1936 in growing sales volume. Buying confidence is supported by per capita savings reserves of $474, as contrasted with the United States average of $179.

A City-State Market

Rhode Island is the most densely populated, the most completely urban and industrialized of the United States. Approximately 600 thousand people, or seven-eighths of the total population of the State live within a fifteen-mile radius of the Providence shopping center, making a compact city and state market in one . . . a unique and profitable advantage to advertisers.

There are many good reasons why advertisers will find New England's Second Largest Market a profitable one in 1936. Compactness and a consequent saving in sales cost is one reason. Another is the fact that the Journal-Bulletin combination with a circulation of 138 thousand reaches an average of two out of three families in Rhode Island.

COME TO PROVIDENCE · 1636 · 1936 · TERCENTENARY

Rhode Island's Tercentenary will attract thousands to special events throughout the year. Conventions already announced by one hotel will draw attendance estimated at more than 16 thousand.

Representatives—Charles H. Eddy Co., New York, Boston, Chicago—R. J. Bidwell Co., San Francisco, Los Angeles.

The PROVIDENCE JOURNAL-BULLETIN

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

SOUTH DAKOTA

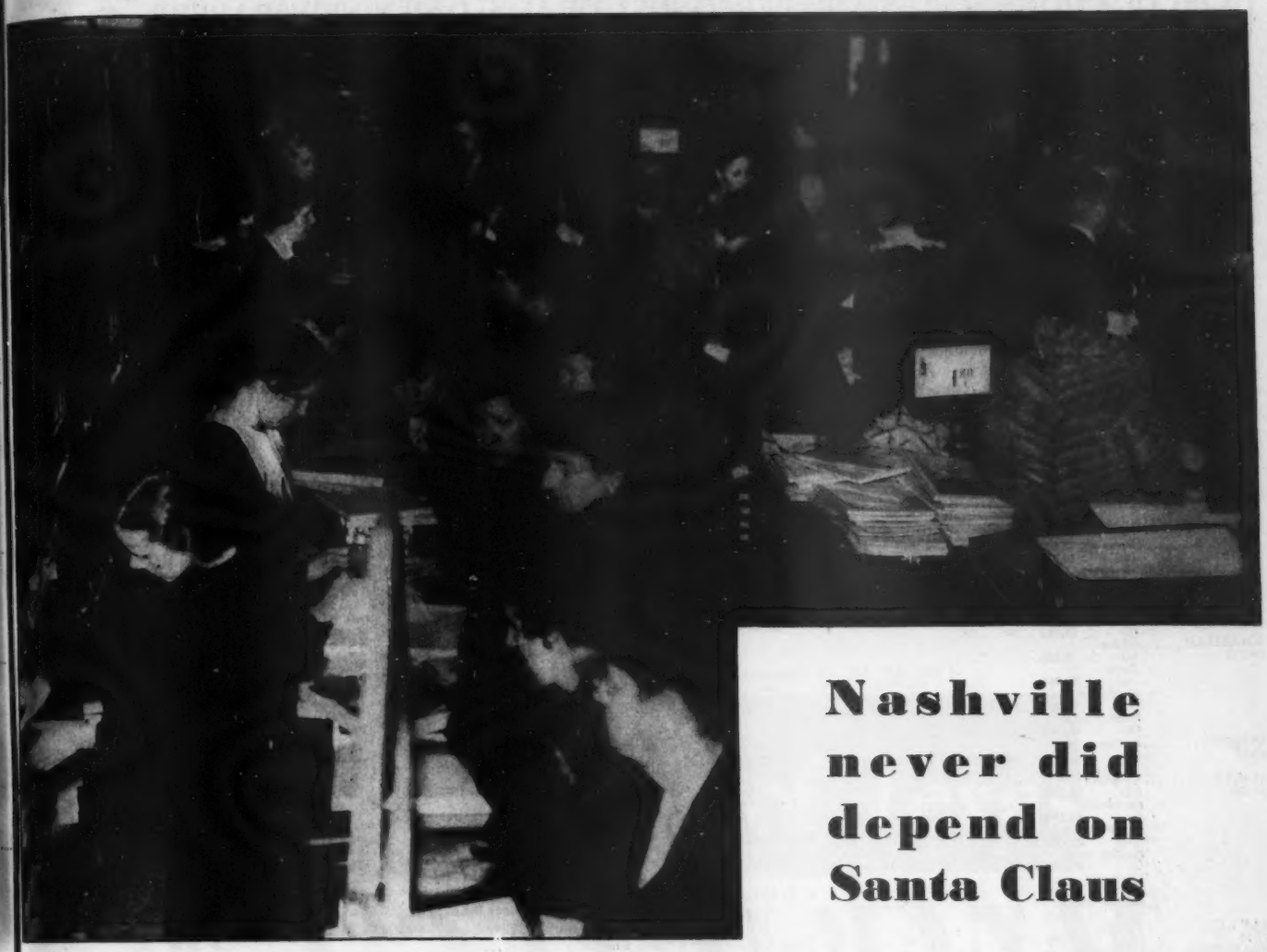
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BELLE FOURCHE	Post									
2,032	(e)	.025	....	(2¢) (26)	Laurence Weyler	Laurence Weyler				
DEADWOOD	Pioneer Times									
2,559	(m) 1,475	.03	....	(R) (AP) (J) (5¢) (none)	Morford Bros.	Leland V. Morford	Wm. Moorehead	Earl B. Morford	Earl B. Morford	Wm. Grieb
	Sunday edition									
	(S) 1,475	.03	....							
HOT SPRINGS	Star									
2,908	(e) 2,476	.03	.029	(I) (AP) (J) (5¢-40¢m) (26)	C. J. Twomey	C. J. Twomey			L. Wilcox	L. Branson C. A. D[illegible]
HURON	Huronite									
10,946 12,123 (City Zone)	(e) 8,653	.05	.05	(R) (AP) (†) (J) (5¢-15¢w-$2) (119)	Huron Pub. Co. C. H. J. Mitchell, Pres.-Pub.	Robt. D. Lusk (me)	Emil Frost W. Plummer (sp)	A. G. Feick (cm)	C. L. McKinley M. L. Goudy (cl)	W. J. B[illegible]
LEAD	Call									
5,733	(e) 1,484	.025	....	(R) (AP) (J) (5¢) (26)	Call Pub. Co. J. A. Stanley, Pres.	J. A. Stanley		G. L. Beers (bm) W. Stanley (cm)	G. L. Beers	H. B. Mil[illegible]
MADISON	Leader									
4,289	(e) 3,091	.035	....	(R) (UP) (J) (5¢) (82)	J. F. Stahl	J. F. Stahl			H. E. Beatty	
	Sentinel									
	(e) 4,652	.025	....	(R) (AP) (J) (5¢) (26)	Sentinel Pub. Co. L. N. Mease, Pres. J. H. Mease, Pub.	Frank L. Mease		J. H. Mease (bm)	M. F. Mease	
MITCHELL	Republic									
10,942	(e) 11,361	.07	....	(I) (AP) (†) (J) (5¢) (119)	Mitchell Pub. Co.	W. R. Roland		W. R. Roland M. Paulin (cm)	W. T. Wilt	C. P. Harts[illegible]
PIERRE	Capital Journal									
3,659	(e) 2,022	.025	....	(I) (AP) (J) (5¢-15¢w, 50¢m) (139)	Hipple Ptg. Co. J. E. Hipple, Pres.	J. E. Hipple R. B. Hipple	James B. Hipple	J. B. Hipple (bm)	J. M. Porter	George B[illegible]
	Dakotan & Reminder									
	(e) 860	.029	....	(R) (UP) (J) (5¢) (26)		T. R. Roberts, Jr.		G. M. Roberts		C. H. W[illegible]
	(Dakotan purchased Reminder Nov. 21, 1935.)									
PLATTE	Tribune									
1,207	(e) 1,792	.032	....	(2¢) (82)	Emil Wolff					
RAPID CITY	Journal									
10,440 12,340 (1935 Est.)	(e) 6,647	.05	....	(I-R) (AP) (†) (5¢-15¢w-$3) (119)	Journal Pub. Co. E. F. Lusk, Pres.	E. F. Lusk	Chas. Reynor Cliff Harris (sp)	E. F. Lusk E. H. Lighter (bm) Al Connor (cm)	E. H. Lighter A. Swisher (cl)	Loe Cauley
REDFIELD	Journal-Observer									
2,664	(e) 3,286	.03	.03	(R) (UP) (†) (J) (2¢) (82)	Journal-Observer Co. C. L. Bates, Pres.	Carmon L. Bates Harold Overton		Carmon L. Bates Leroy Hearn (cm)		Geo. W. H[illegible]
SIOUX FALLS	Argus-Leader									
33,362	(e) 39,948	.12	.08	(I-R) (AP) (†) (3¢-15¢w, 60¢m-$2) (119)	Argus-Leader Co. C. M. Day, Pres.	Chas. M. Day T. L. Ramsey	T. L. Ramsey James Ashley (sp)	B. C. Dow E. J. Kahler, Asst. Mgr.	D. T. Kieffer E. J. Kahler (n) L. A. Amondson (cl)	
	Sunday edition									
	(S) 18,079	.08	.05							
WATERTOWN	Public Opinion									
10,214	(e) 7,114	.05	.04	(I-R) (AP) (†) (J) (5¢-15¢w, 60¢m-$2) (119)	Public Opinion Co. S. X. Way, Pres.	George B. Elliott	P. R. Albrook Harold Lee (sp)	J. F. Bacon M. Potticary (cm)	K. B. Way J. F. Bacon (n) Lane R. Thomas (cl)	A. R. English
YANKTON	Press & Dakotan									
6072	(e) 3,931	.04	....	(I) (AP) (†) (5¢-15¢w, 65¢m) (109)	Yankton Ptg. Co. Fred H. Monfore, Pub. W. C. Lusk, Pres.	Fred H. Monfore	Mrs. Ida Rees Robt. Warren (sp)	W. C. Lusk E. Petersen (bm)	W. H. Chase E. Petersen (cl)	Ole Gundersen

TENNESSEE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ATHENS	Post-Athenian									
5,385	(e) 3,467	.03	....	(I) (UP) (J) (55)	Fred E. Wankan, Pub. Nell Fin-Nell, Asst. Pub.	Fred W. Wankan		Fred E. Wankan	Nell Fin-Nell	
CHATTANOOGA	News									
119,798 31,000 (ABC-city)	(e) 35,733	.12	.09	(I-D) (AP,UP) (†) (3¢-15¢w. 65¢m, $1.75) (15)	Chattanooga News Co. George F. Milton, Pres.	George F. Milton J. Charles Poe	Cecil Holland Wilbur Kinley (sp)	Walter C. Johnson Hubert E. Johnson (cm)	Porter Warner, Jr. (adv.dir) B. J. Bush (loc.) Clyde Baylor (n) J. D. Rivers (cl)	G. Aycock
	Times									
	(m) 40,083	.12	.10	(I-D) (AP,NANA) (†) (3¢-10¢Sun. 20¢w, 85¢m) (78)	Times Ptg. Co. Col. Julius Ochs Adler, Pub-Pres.	Julian LaRose Harris (Exec-ed) L. G. Walker (Ed.)	Edward Sussdorff Wirt Gammon (sp) John A. Patton, Jr. (Su)	A. Shelby Ochs H. Van Hooser (compt) Robt. J Sudderth (cm)	C. C. Brower B. A. Seessel (n) C. E. Cooke (cl)	I. J. Gardner
	Sunday edition									
	(S) 36,292	.12	.11							
CLARKSVILLE	Leaf-Chronicle									
9,242	(e) 3,589	.035	....	(I-D) (AP) (74)	Leaf-Chronicle Co., Inc. M. S. Foster, Pub.	F. Goodlett		Frank Goodlett J. M. McDonnell (cm)	Mrs. D. H. Woodward (n)	F. Buck
CLEVELAND	Banner									
9,136	(e)	.03	....	(I-D) (INS) (J) (74)	Will L. Rodgers	Will L. Rodgers		Miss N. Gorman (bm) Wm. H. Rodgers (cm)		
COLUMBIA	Herald									
7,882	(e) 2,460	.032	.032	(I-D) (INS) (J) (5¢-60¢m) (none)	Herald Co. W. D. Hastings, Pres.	J. W. Finney	Howard Maxwell (sp)	W. D. Hastings	Howard Maxwell W. D. Hastings (n)	
DYERSBURG	State Gazette									
8,733	(e) 2,538	.025	.025	(I) (AP) (J) (5¢-10¢w, 45m) (98)	J. C. Rogers & H. A. Nelson H. A. Nelson, Pres.	J. C. Rogers	Russell M. D. Bruce	J. C. Rogers H. B. Watkins, Jr. (cm)	A. L. Ward Thekla Smith (cl)	H. A. Nelson
ELIZABETHTON	Star									
8,093	(e) 3,715	.03	.03	(R) (AP) (†) (3¢-15¢w, 60¢m, $1.85) (74)	Elizabethton Star, Inc. Joe H. Nixon, Pres.	John W. Bloomer	L. P. Miller (sp)	Joe H. Nixon	Jay W. King Joe H. Nixon (n) Helen M. Nixon (cl)	A. M. Broce
	Sunday News									
	(S) 3,715	.03	....							
GREENVILLE	Sun									
5,544	(e) 3,170	.035	....	(I) (AP) (J) (139)	E. O. Susong	Q. M. O'Keefe		W. H. O'Keefe (bm)	I. H. Smith	W. A. Keaton
JACKSON	Sun									
22,172	(e) 8,186	.05	.05	(I) (AP) (†) (5¢-15¢w, 60¢m, $1) (15)	Sun Pub. Co. Albert A. Stone, Pub.	C. E. Pigford Harris Brown	Guy Windrom John Hurt (sp)	Albert A. Stone A. B. Robinson (cm)	A. Lacy Price H. L. Connally (cl)	P. W. Rushing
	Sunday edition									
	(S) 8,186	.05	....							
JOHNSON CITY	Chronicle									
25,080	(m) 3,646	....	....	(I) (AP) (3¢-15¢w, 65¢m, $1.50d $2.50S) (18)	Press, Inc. C. J. Harkrader, Pres	R. C. Hodge J. W. Davis	Geo. Kelly (m) Don Calfee (e) W. M. McDonald (sp-m) E. Nideffer (sp-e) J. W. Davis (Su)	C. A. Jones, Jr. (bm) C. J. Copeland (cm)	John P. Hart Carl A. Jones (n) Myra White (cl)	P. Lane
	Press									
	(e) 9,322	....	....							
	Combined daily									
	(me) 12,968	.07	....							
	Sunday edition									
	(S) 13,287	.07	....							
KINGSPORT	Times									
11,914	(e) 4,453x	.04	.04	(I) (AP) (J) (3¢-5¢S, 15¢w, 60¢m-$1.50) (55)	Kingsport Pub. Co., Inc. T. H. Pratt, Pres.	Howard Long Reginald Wood	Frank Rule (sp)	Thomas H. Pratt W. J. McAuliffe (bm) G. A. Adams (cm)	W. S. Waddell T. H. Pratt (n)	C. T. Hamlet R. Rebell (i)
	Sunday edition									
	(S) 4,724x	.04	....							
KNOXVILLE	Journal									
105,802 116,682 (ABC-city)	(m) 48,797	.12	.10	(R) (AP, UP) (†) (5¢-20¢w, 87¢m-$1.86) (15)	Knoxville Pub. Co.	R. H. Clagett	Ramsey Rees Barney Ballard (sp) Ed. Harris (Su)	R. H. Clagett W. S. Burnett (cm)	J. C. McKinney Chas. Branham (n) Robt. Ellis (cl)	J. Mitchell
	Sunday edition									
	(S) 45,030	.12	.10							
	News-Sentinel									
	(e) 43,977	.11	.096	(I) (UP, AP, SHNA) (†) (5¢-20¢w-$2.50) (129)	News-Sentinel Co. M. G. Chambers, Pres.	Marshall McNeil Loye W. Miller	Zollie Howard Robt. Wilson (sp) Jos. Levitt (Su)	M. G. Chambers (bm) A. C. Jarvis (cm)	M. I. Moffett Pike Powers (n) Allen Ware (cl)	
	Sunday edition									
	(S) 48,769	.11	.096							
MEMPHIS	Commercial Appeal									
253,143 260,049 (ABC-city)	(m) 119,758	.25	....	(D) (AP, UP, INS, US) (mer) (†) (J) (5¢-10¢S, 20¢w, $1.50, $3S) (15)	Memphis Commercial Appeal, Inc. James Hammond, Pres.	W. G. Zeamer (Exec-ed) Thos. Fauntleroy	Robert D. Marks David Bloom (sp) Sam L. Kahn (Su)	E. Brown, Jr. H. B. Adsit (bm) F. Goldschmid (cm)	E. Brown, Jr. W. O. Sturdivant (n) W. K. Fontaine (cl)	H. G. Fleet (i)
	Sunday edition									
	(S) 135,987	.30	....							
	Press-Scimitar									
	(e) 83,069	.20	....	(I) (UP AP, SHNA) (mer) (†) (5¢-15¢w, $1.50) (129)	Press Scimitar Co. L. E. Herman, Pres.	Edw. J. Meeman	Geo. Carmack Geo. Bugbee (sp)	L. E. Herman (bm) W. E. White (cm)	W. W. Worten P. D. Martineau (n) J. W. Brown (cl)	
MORRISTOWN	Gazette & Mail									
7,395	(e) 2,100	.032	....	(I) (AP) (none)		J. E. Helm		J. E. Helm, Jr. (bm) F. Williams (cm)	J. E. Helm, Jr.	

(*Continued on page* 100)

☆ ☆ ☆ *BANNER Cameraman Catches Typical 1935 Christmas Shopping Crowd at Cain-Sloan Co.*



Nashville never did depend on Santa Claus

A 12% to 20% increase in Christmas buying is only ONE herald of our prosperity

Yes, Christmas shopping trade was great in Nashville, averaging around 16% better than December, 1934, which had produced the best Christmas business since 1931.

But it HAD to be good. Bank clearings and wholesale trade mounted steadily for the year. Auto sales rose 21.77% above 1934. Industrial employment maintained a level of 6% above 1929! Telephone stations and electric power consumption reached all-time highs. Even the building industry, elsewhere laggard caboose of recovery, speeded up 125.93% over 1934.

Nashville always has shown astonishing resistance to slumps, rapid recuperative powers. The inborn constitutional stamina which fought off Indians, floods, fires and wars never knows when it's licked, can't comprehend adult reliance on Santa Claus in any shape or form.

The Nashville Banner, for sixty years the leading newspaper of Middle Tennessee, typifies today's spirit of renewed prosperity with a 1935 all-time circulation high, and heavy gains in retail, general and classified linage.

For 1936, news expansion plans include a reader-interest renaissance that will make a "receiving station" out of the circulation department, increase reading time per page to the extreme gratification of advertisers and the merry jingle of cash register bells.

Nashville Banner.

REYNOLDS-FITZGERALD, INC.

NATIONAL ADVERTISING REPRESENTATIVES

New York, Chicago, Philadelphia, Detroit, San Francisco, Los Angeles, Seattle

SOUTHERN REPRESENTATIVE, JOEL C. HARRIS, JR., Atlanta.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TENNESSEE (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MURFREESBORO 7,993	News-Journal (e) 2,200	.035	.021	(I) (UP) (J) (5¢-10¢w, 40¢m) (74)	E. W. Carmack					S. Putman
NASHVILLE 153,866 184,353 (ABC-city)	Banner (e) 73,300	.13	....	(I) (AP, UP, INS) (3¢-18¢w, $2)(123)	Banner Pub. Co. Jas. G. Stahlman, Pres.	Geo. H. Armistead M. B. Morton W. S. Howland(News)	Charlie Moss Freddie Russell (sp) Francis Robinson(Su)	James G. Stahlman E. B. Stahlman, Jr. (bm) W. C. Dreyfus (cm)	James H. Armistead Philip Breen (n) John Hunt (cl)	E. B. Dahl
	Sunday edition (S) 80,144	.13	....							
	Tennessean (m) 72,191	....	....	(D) (AP, UP) (†) (15)	Lit. J. Pardue, Receiver	J. Percy Priest (me-m)	Tom Little (m) Ray Learner (e) Blinkey Horn (sp-m) F. O'Donnell (sp-e) Helen D. Little (Su)	W. Seigenthaler (cm) E. P. Charlet (bm)	J. Tom Griscom W. G. Edmondson (n) Eugene Tanner (loc.) Maxey Hewitt (cl)	
	Tennessean (e) 43,223	....	....							
	Combined daily (me) 115,424	.15	....							
	Sunday edition (S) 72,056	.13	....							
PARIS 8,164	Post-Intelligencer (e) 1,742	.03	....	(D) (AP) (J) (5¢-10¢w, 35¢m, $2.50) (98)	W. P. Williams	W. P. Williams	Bryant Williams Lee Williams (sp)	W. P. Williams Lee Williams (cm)	Mary L. Kemp W. P. Williams (cl)	P. Hart W. P. Williams (j)
TRENTON 2,892	Times (e) 1,278	.028	.028	(D) (J) (5¢-35¢m) (55)	Merrill C. Dionne	Merrill C. Dionne Glenna F. Dionne	Glenna F. Dionne	Merrill C. Dionne	Merrill C. Dionne Glenna F. Dionne (cl)	M. C. Dionne
UNION CITY 5,865	Messenger (e) 2,265	.028	.021	(I-D) (UP) (J) (5¢-10¢w, 35¢m) (98)	C. B. Dement	C. B. Dement	M. W. Howard J. T. Massey (sp)	C. B. Dement Robert Bell Jr. (cm)	James Young C. B. Dement (n)	Bruce Busy H. E. Busy (j)

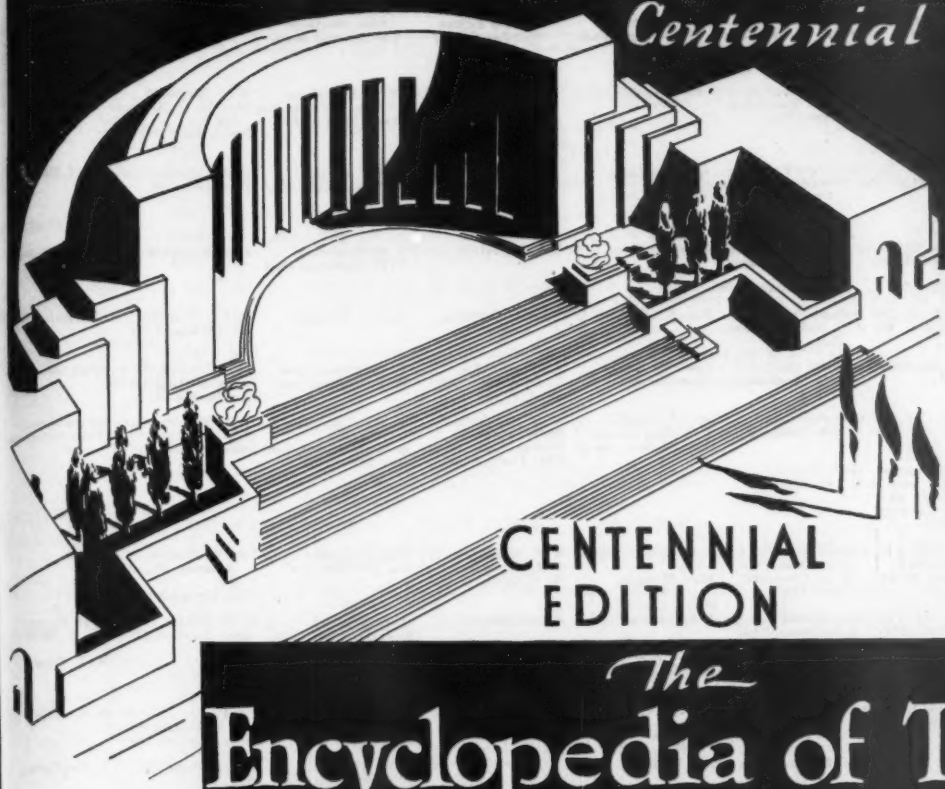
TEXAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABILENE 23,175	News (m) 10,657	....	....	(D) (AP, UP, INS) (†) (5¢-15¢w 60¢m-$1.25) (138)	Reporter Pub. Co. Bernard Hanks, Pres.	Frank Grimes Max Bentley	Josephine Heavenhill H. L. Anderson (sp)	Bernard Hanks G. W. McDaniel, Jr. (cm)	Manly Hanks Howard McMahon (n) Herbert Trantham (cl)	John Leonard
	Reporter (e) 7,704	....	....							
	Combined daily (me) 18,361	.08	.08							
	Sunday edition (S) 15,162	.08	.08							
AMARILLO 43,132	Globe (e) 9,238	....	....	(D) (AP, UP) (†) (5¢-70¢m, morn; 65¢m, eve; 25¢m, S-$1d, $25) (138-13)	Globe-News Pub. Co., Inc. W. C. Hawk, Pres.	Gene A. Howe T. E. Johnson	George Ray Jerry Malin (sp)	Wilbur C. Hawk G. N. Camp (bm) Norris Ewing (asst.gm) C. F. Underwood (cm)	Wm. T. Stanberry Norris Ewing (n) Ridgeway Zelley (cl)	J. Clyde Bell
	News (m) 20,963	....	....							
	Combined daily (me) 30,201	.15	.13							
	Sunday edition (S) 26,838	.15	.13							
ATHENS 4,246	Review (e) 943	.021	.018	(D) (J) (5¢-50¢m) (none)	R. T. Craig & A. M. Barnes	R. T. Craig	Walter Robinson Gurly Sanders (sp)	A. M. Barnes Myrtle Hable (cm)	A. M. Barnes	J. H. Lusk
AUSTIN 53,120	American (m) 14,536	....	....	(D) (AP, UP) (†) (21)	American Pub. Co. C. E. Marsh, Pres.	Chas. E. Marsh Ray E. Lee (me-m) Chas. E. Green(me-e)	Gordon Fulcher (m) Buck Hood (e) Weldon Hart (sp)	Louis N. Goldberg (bm) C. C. Moore (cm)	John H. Keen Geo. A. Rowley (n) A. A. Oxford (cl)	W. F. Thompson
	Statesman (e) 13,156	....	....							
	Combined daily (me) 27,692	.12	.12							
	Sunday edition (S) 23,503	.12	.12							
	Dispatch (e) 7,349	.065	.05	(I) (INS) (J) 5¢-10¢w-40¢m) (26)	H. T. Knape	Edmonds Travis H. T. Knape	John Babcock Wilbur Evans (sp)	H. T. Knape Wilbur T. Knape(cm)	R. L. Larson	E. R. Halden O. E. Free (j)
	Sunday edition (S) 7,349	.065	.05							
BAY CITY 4,070	Tribune (e) 675	.02	....	(D) (26)	Tribune Ptg. Co.	Carey Smith				
BEAUMONT 57,732	Enterprise (m) 24,991	....	....	(D) (AP, UP, US, INS) (†) (mer) (5¢d, 10¢S-25¢w, $1m-$1.08d, $2.50S) (15)	Enterprise Co. J. L. Mapes, Pres.	R. W. Akers (m) W. W. Ward (e) Alfred Jones (ed-in-Ch.)	G. V. Burke (sp-m) Tiny Scurlock (sp-e)	E. C. Davis (bm) L. E. Gillett (cm)	L. C. Lau H. W. Connell (cl)	J. G. Dick
	Journal (e) 17,643	....	....							
	Combined daily (me) 42,634	.13	....							
	Sunday edition (S) 32,237	.13	....							
BIG SPRING 13,735	Herald (e) 3,410	.03	....	(D) (AP) (5¢-15¢w, 60¢m) (138)	Big Spring Herald Inc. J. W. Galbraith, Pres.-Pub.	Robert W. Whipkey	Tom Beasley	Marvin K. House(bm) R. D. Hargrave (cm)	James L. Russell M. K. House (n)	W. H. Cross
	Sunday edition (S) 3,410	.03	....							
BONHAM 5,655	Favorite (e) 1,695	.025	....	(D) (AP) (J) (5¢) (none)	H. A. McDougal	Ashley Evans	Norma McDougal	H. A. McDougal	Tom McDougal	
BORGER 6,532	Herald (e) 4,601	.035	.032	(I) (AP) (J) (5¢, 20¢w, 70¢m-$3) (138)	Panhandle Pub. Co. D. M. Warren, Pres.	W. A. Sercomb J. C. Phillips	Howard Arnberg	J. C. Phillips (bm) J. W. Brown (cm)	T. L. Wright J. C. Phillips (n) J. W. Brown (cl)	Joe Greaves O. D. Carter (j)
	Sunday edition (S) 4,500	.04	.036							
BRECKENRIDGE 7,569	American (e) 3,612	.04	....	(D) (UP) (J) (5¢) (138)	American Pub. Co. E. S. Fentress, Pres.	C. M. Hall		Frank Svoboda (bm) Mary Ruth Athey(cm)	William Hotman, Jr.	Donald Pyle
	Sunday edition (S) 3,612	.04	....							
BRENHAM 5,974	Banner-Press (e) 1,069	.018	....	(D) (AP) (J) (5¢-50¢m) (138)	Banner Pub. Co.	Ruby Robertson		T. C. Blake		Chas. Schoedel
BROWNSVILLE 22,021	Herald (e) 7,424	.06	....	(I-D) (AP) (5¢-18¢w, 75¢m) (138)	Herald Pub. Co. J. M. Stein, Pres.	R. L. Buell (me)	Dan Fowler Hal Eustace (sp)	J. M. Stein F. E. Bulloch (cm)	C. A. Reil Guy Hughes (n) Claire Key (cl)	Wm. Brown Jr.
	Sunday edition (S) 10,035	.07	....							
BROWNWOOD 12,789	Bulletin (e) 3,506	.035	....	(D) (AP, UP) (5¢-15¢w, 65¢m) (none)	H. F. Mayes	James C. White	Clark Coursey Bruce Francis (sp)	H. F. Mayes A. D. Murphy (cm)	J. H. Mayes Eva Morris (cl)	M. R. Moore
BRYAN 10,394	Eagle (e) 1,756	.025	....	(I-D) (AP) (J) (5¢, 15¢w, 60¢m-$2.50) (138)	Eagle Ptg. Co. Mrs. L. J. Rountree, Pres.	Mrs. Lee J. Rountree	James Whaley J. S. Smith (sp)	Mrs. Lee T. Rountree P. A. Tardy (bm) R. A. Booth (cm)	P. A. Tardy	M. Ricks W. C. Vandrew (j)
CENTER 2,510	News (e) 1,782	.025	....	(D) (UP) (J) (138)	News-Champion Pubs.	C. Applegate		A. L. Pinkston Mrs. A. J. Pinkston(cm)	C. W. Spaulding	
CHILDRESS 7,163	Index (e) 3,981	.03	.029	(I-D) (AP) (J) (5¢-15¢w, 65¢m) (138)	Childress Index, Inc. Morris Higley, Pres.	Morris Higley	Doyle Vinson	Morris Higley Warren Davis (cm)	Neil VanZant	Leon Norris Hack Bryant (j)
	Sunday edition (S) 3,981	.03	.029							
CISCO 6,027	News (e) 2,200	.03	....	(I-D) (UP) (J) (138)	Cisco P. & P. Co. E. S. Fentress, Pres. W. H. LaRouque, Pub.	Frank Langston W. H. LaRouque		Walter Murry W. H. LaRouque (bm)	W. H. LaRouque	
	Sunday edition (S) 2,200	.03	....							
	Press (e) New Daily	.03	....	(I-D) (5¢) (55)	B. A. Butler, Pub.	B. A. Butler		B. A. Butler Livius Lankford (cm)	Leonard Hudson	W. B. Brashear
	Sunday edition (S)	.03	....							
CLEBURNE 11,530	Times-Review (e) 3,826	.04	....	(D) (UP) (J) (5¢-50¢m) (138)	Cleburne Newspapers, Inc. C. C. Woodson, Pres.		Harold V. Ratliff	Walter Murray Eugene Poole (bm) W. B. Rust (cm)	Eugene Poole Wm. Rawland (n)	Fred Barber Sam Creswell (j)
	Sunday edition (S) 3,826	.04	....							
COMMERCE 4,267	Journal (e) 3,835	.035	....	(D) (INS) (†) (J) (5¢) (55)	Hart Bros					
	Sunday edition (S) 3,835	.035	....							
COOPER 2,023	Courier (e)	.025	....	(D (5¢) (none)	Wilbur Hart	Wilbur Hart				

(*Continued on page* 102)

You Must Visit Texas in '36

Centennial Exposition at Dallas Will Open in June



An exposition of international scope at Dallas will be the focal point for millions of visitors, who are then expected to swing around the State and contact its many other fine cities, historical shrines and local observances of the 100th anniversary of Texas' independence.

Visit the "State of Six Flags"—the only one of the Union ever an established, independent republic!

CENTENNIAL EDITION

The Encyclopedia of Texas

The TEXAS ALMANAC and State Industrial Guide

Since 1857, The Texas Almanac and State Industrial Guide has been a continuing, constructive force for the economic and civic upbuilding of Texas . . . and for the publicizing of the Lone Star State outside its own boundaries.

• • •

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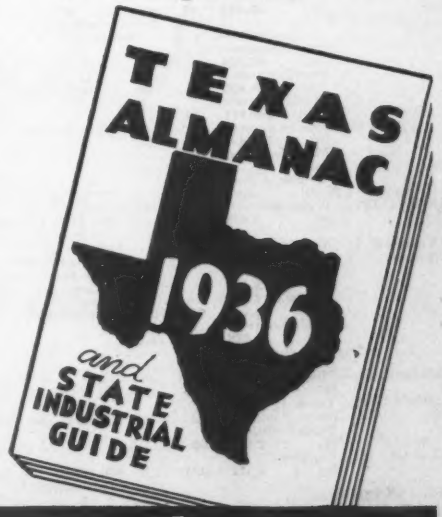

Texas Centennial Issue

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CORPUS CHRISTI 27,741	Caller (m) **6,541x**	....	....	(I) (AP) (†) (5¢-21¢w, 93¢m, $1) (138)	Caller-Times Pub. Co. W. G. Kinsolving, Pres.-Pub.	Geo. Kunkel (me)	Victor Herold Vic Cook (sp)	W. G. Kinsolving Conway C. Craig (bm) Harry McNeil (cm)	V. D. Ringwald Mrs. W. G. Kingsolving (n) Buster Shely (cl)	A. T. Blease
	Times (e) **4,800x**	....	....							
	Combined daily (me) **11,341x**	.06	.042							
	Sunday edition (S) **8,680x**	.06	.042							
CORSICANA 15,202 26,686 (City Zone)	Sun (e) 4,392	.035	.035	(D) (AP) (†) (5¢-70¢m, $2) (138)	Sun-Light Pub. Co. Wortham & Martin, Owners	L. A. Wortham	Sidney Story Paul Moore (sp)	Lowry Martin R. P. McEntire (cm)	Boyce Martin Dave Levy (cl)	H. T. Robinson
	Semi-Weekly Light (Tu.-Fri.) 5,516	....	....							
	Combination (e-sw)	.06	....							
CUERO 4,671	Record (e) 1,273	.02	.02	(I-D) (INS) (J) (5¢-15¢w, 50¢m, $2.50) (138)	Cuero Pub. Co., Inc. Mrs. J. C. Howerton, Pres. J. W. Howerton, Pub.	Harry C. Putman	J. C. Howerton, Jr.	J. W. Howerton P. H. Howerton (cm).	J. W. Howerton	H. L. Mueller
	Sunday edition (S) 1,296	.02	.03							
DALHART 4,691	Texas (e) 3,785	.03	.03	(I) (UP) (†) (J) (5¢-10¢w, 40¢m, $1) (138)	Dalhart Pub. Co. J. L. McCarty, Pres., Pub.	John L. McCarty	John L. McCarty	John L. McCarty	John L. McCarty Ethel Williams (n)	Bill Autry (j)
DALLAS 260,475	Dispatch (e) 5 days) **44,460**	.12	.11	(I) (UP) (3¢-10¢w, $1.75) (21)	Dispatch Co. A. O. Anderson, Pres.	Lewis W. Bailey Glenn Pricer	Clarke Newlon L. D. Webster (sp) W. A. Payne (Su)	C. W. Melton (bm) W. E. Mitchell (cm)	John C. Morrow Seymour Margules (n) Sam Barnes (cl)	Earl Moore
	Sunday edition (S) **43,039**	.12	.11							
	News (m) **87,273**	.21	.145	(I-D) (AP, UP, NANA) (mer) (†) (J) (5¢ morn, 3¢ evg, 10¢ S, 15¢w, ma; 10¢w, evg; 65¢m, ma; 40¢m, evg, $3d, morn; $1.75, evg; $6S) (150)	A. H. Belo Corp. G. B. Dealey, Pres.	Dr. J. Q. Dealey J. E. King (me-m) H. C. Withers (me-e)	T. H. Barrett (m) W. W. Traux (c) George White (sp-m) Flint Durpe (sp-e)	E. M. (Ted) Dealey, VP R. M. Buchanan, (bm) Jack Estes (cm)	R. W. Foy, Adv. Dir. H. D. Guy (n) Ashley P. Vaughn (cl)	Leven Deputy Pope Armstrong (j)
	Journal (e) **46,582**	.13	....							
	Combined daily (me) **134,125**	.28	....							
	Sunday edition (S) **95,680**	.26	.17							
	Sunday & Evening (ES)	.33	....							
	Times-Herald (e) **66,929**	.17	.10	(I-D) (AP, INS, US) (†) (3¢d, 10¢S-15¢w, 65¢m, $1.33) (15)	Times-Herald Ptg. Co. E. J. Kiest, Pres. D. A. Greenwell, Sec.-Tr.	T. C. Gooch, Ed.-in-Ch. Allen Merriam	E. K. Meade J. R. Hayes (sp) W. H. Griffin (Su)	Tom C. Gooch Ira T. Whitt (cm)	John W. Runyon A. Swinsky, Jr., Ad. Dir. L. K. Reynolds (n)	.....
	Sunday edition (S) **66,998**	.17	.10							
DEL RIO 11,674	News (e) 2,082	.03	.03	(I) (AP) (J) (5¢-15¢w, 50¢m) (138)	News-Herald Pub. Co. J. LaCrosse, Pres.	J. Travelstead	Curtis Bishop	J. Travelstead C. J. Harrington (cm)	W. W. Gaines Faye Dobkins (cl)	J. R. Dunman C. N. Daniel (j)
DENISON 13,850	Herald (e) 5,059	.04	....	(D) (AP) (†) (5¢) (138)	Herald Pub. Co. J. L. Greer, Pres.	J. Lee Green G. Walt Greer	H. C. Shelby Albert Reese (sp)	J. L. Greer W. J. Winkler (cm)	F. A. Heral J. L. Greer (n)	W. T. Wings
	Sunday edition (S) 5,059	.04	....							
DENTON 9,587	Record-Chronicle (e) **2,193**	.025	.025	(D) (AP) (5¢-15¢w, 50¢m, $2.50) (138)	Record-Chronicle Co., R. J. Edwards, Pres.	R. J. Edwards	Alfred Evans (sp)	R. J. Edwards L. R. McDonald (bm) C. A. Hogan (cm)	J. S. Fowler L. R. McDonald (n) Henry Bradford (cl)	B. E. Drake
EAGLE PASS 5,059	Guide (e) 975	.018	....	(D) (AP) (J) (3)	L. M. Huffman	C. C. Huffman	.....	L. M. Huffman C. M. Benavidas (cm)	C. C. Huffman	V. Rodriguez
EASTLAND 4,648 7,874 (1935 Est.)	Telegram (e) 2,095	.03	....	(D) (UP) (†) (J) (2¢-10¢w, $1) (138)	Times Pub. Co. W. Murray, Pres. E. Hinrichs, Pub.	Stuart Doss	Stuart Doss	Walter Murray E. Hinrichs (bm) Faye Hock (cm)	E. Hinrichs Faye Hock (cl)	Thos. Starks
	Sunday edition (S) 2,095	.03	....							
EDINBURG 4,821	Valley Review (m) 4,740	.035	....	(D) (AP) (†) (J) (5¢-50¢m) (138)	Review Ptg. Co. J. C. Hall, Pres.	Robt. C. Mayes	.....	John C. McWhorter W. M. England (cm)	J. C. McWhorter	Kurt Flach Carl Armstrong (j)
EL PASO 102,421	Herald-Post (e) **26,585**	.09	....	(I) (AP, UP) (†) (3¢-15¢w, 65¢m) (129)	Herald-Post Pub. Co. W. G. Chandler, Pres.	Wallace Perry Chester L. Chope	H. A. Michael Robt. W. Ingram (sp)	C. A. Moore (bm) Paul A. Cook (cm)	Paul R. Beedle T. H. Peterson (n) R. D. Marshall (cl)	Guy Edge
	Times (m) **21,928**	.07	....	(D) (AP, UP) (†) (3¢d, 10¢S-15¢w, 55¢m-$2) (138)	El Paso Times, Inc. D. D. Roderick, Pres.	H. S. Hunter W. J. Hooten	W. J. Hooten Paxton H. Dent (sp)	Dorrance D. Roderick Mayo C. Seamon (cm).	Val. P. Lawrence R. D. MacNeil (n) N. R. Loose (cl)	Carl V. Williams
	Sunday edition (S) **22,125**	.10	....							
	World-News (e) 6,559	.04	....	(I) (INS, US) (†) (3¢d, 5¢S-15¢w, 65¢m-90¢) (119)	World-News Pub. Co. M. J. Borets, Pres.	Edwin D. Minter Paul R. Clegg	Jack Castel Bill Latham (sp)	Morris J. Borets W. W. Babb (cm)	Glenn F. Nichols D. M. Spaulding (cl)	H. A. Orrell
	El Continental (e) (Span.) 6,643	.06	....	(I) (INS, US, UPM) (119)	.....	Carlos Escudero	.....	.....	.....	.....
	Combined Daily (e) 13,202	.085	....							
	Combined Sundays (S) 13,202	.085	....							
ENNIS 7,069	News (e) 1,275	.018	....	(I) (AP) (J) (none)	United Pub. Corp.	J. M. Weekley	.....	G. C. Dunkerley	.....	G. Madduz
FORT WORTH 163,447	Press (e) **39,493**	.10	.064	(I) (UP) (†) (3¢-10¢w)	Ft. Worth Press Co. W. G. Chandler, Pres.	Seward R. Sheldon Larry L. Sisk	A. G. Graves H. H. Boone (sp)	James F. Pollock (bm) Jas. J. Morrisey (cm)	A. G. Norment J. A. Folts, Jr. (n) V. A. Segale (cl)	Chas. Morris
	Star-Telegram (m) **92,559**	....	.13	(I-D) (AP, INS, CP) (†) (5¢m, 3¢e, 10¢S) (none)	Carter Publications, Inc. Amon G. Carter, Pres.-Pub.	J. M. North, Jr. James R. Record	Harold Banks (m) N. A. Stedman (e) Flem Hall (sp-m) Leroy Menzing (sp-e)	B. N. Hones Harold V. Hough (cm)	A. L. Shuman I. J. (Jap) Newton, Jr. (n) G. E. Vance (cl)	Gus Lundberg
	Star-Telegram (e) **88,358**	....	.10							
	Combined daily (me) **180,917**	.29	....							
	Sunday edition (S) **108,452**	.29	.15							
	Morning & Sunday (mS)	.46	....							
	Evening & Sunday (eS)	.40	....							
GAINESVILLE 8,915	Register (e) 2,673	.03	....	(D) (AP) (5¢-10¢w) (138)	Register Ptg. Co., Inc.	J. M. Leonard (me)	A. M. Smith A. W. Wells (sp)	C. H. Leonard	C. H. Leonard (n)	F. M. Ellis
GALVESTON 53,938	News (m) **8,633**	....	....	(I-D) (AP, UP) (†) (5¢-18¢w, morn; 12¢w, evg; 75¢m, morn; 50¢m, evg.-$2.50) (18)	News Pub. Co., Inc. W. L. Moody, Jr., Pres. L. C. Elbert, Pub.	E. I. Wall (m) G. A. Seel (e) Silas B. Ragsdale (Man. Ed.)	V. H. Gwin (m) G. A. Seel (e) Bill Van Fleet (sp-m) Dwight Leverett (sp-e)	Louis C. Elbert A. C. Becker (bm) August Weber (cm)	W. R. Roberts J. C. Snider (cl)	Joe Mellina
	Tribune (e) **8,467**	....	....							
	Combined Daily (me) **17,100**	.10	.08							
	Sunday edition (S) **12,478**	....	....							
	Sunday & Evening (eS)	.11	....							
GILMER 1,963	Mirror (e) 728	.015	....	(D) (AP) (J) (5¢) (none)	Tucker & Laschinger.	R. H. Laschinger (me)	.....	G. H. Tucker	.....	.....
GLADEWATER 10,000	Times (e) 2,106	.03	....	(D) (UP) (5¢) (138)	C. C. Woodson	.....	.....	.....	.....	.....
	Sunday edition (S) 2,106	.03	....							
GONZALES 3,851	Inquirer (e) 1,312	.025	....	(D) (UP) (J) (5¢-15¢w) (138)	Mrs. Henry Reese, Jr.	Henry Reese	J. O. Blackwell	Henry Reese	Henry Reese	J. C. Hudnall (j)
GOOSE CREEK 7,343	Sun (e) 3,082	.035	.03	(I-D) (UP) (†) (J) (5¢-10¢w, 40¢m) (138)	Peoples Ptg. Co. W. L. Pendergraft, Pres.	W. L. Pendergraft A. M. Gaul	Fred Hartman (sp)	Robert Matherne (bm) Fred Hartman (cm)	J. S. Ott R. Matherne (n) LaVerne Hester (cl)	C. T. Ristine
GRAHAM 4,981	Reporter (e) 1,681	.018	.018	(I) (†) (J) (5¢-35¢m-$2) (none)	Geo. T. Spears, Jr.	Geo. T. Spears, Jr.	E. B. Dugan	Geo. T. Spears, Jr. F. H. Bowron (cm)	.....	E. R. Cotton J. W. Perkins (j)

(Continued on page 103)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
GREENVILLE	Banner (e)	.03	....	(D) (AP) (5¢) (138).	Banner Pub. Co. Fred Horton	Chas. Horton. Paul Horton	Herman Scott	Paul Horton. Frank Horton (cm)	Pat McMeans. Paul Horton (n)	Norwood Lake
	Herald (m) 8,258	.03	....	(D) (AP) (J) (5¢) (21)	Herald Pub. Co., Inc. L. A. Clark, Pres. W. C. Poole, Sr., Pub.	T. R. Poole		Tom R. Poole	W. C. Poole, Jr. G. Poole (cl)	M. Wolfe
	Sunday edition (S) 8,258	.03	....							
HARLINGEN	Valley Morning Star (m) 6,207	.05	....	(I) (AP) (†) (5¢-70¢m) (21)	McHenry Tichenor. Jack Rutledge	McHenry Tichenor.	Doc Osborne (sp)	Jack Calvin (cm)	Troy McDaniels. Chas. Whitney (cl)	
	Sunday edition (S) 6,207	.05	....							
HENDERSON 2,912 9,000 (1935 Est.)	News (e) 4,935	.04	.04	(I-D) (UP) (mer) (†) (5¢-15¢w, 60¢m-50¢) (138)	News Pub. Co. D. R. Harris, Pres.	J. L. Dean. Geo. W. Bowman	J. L. Dean. J. J. Bowman (sp)	Geo. W. Bowman. T. N. McCarty (bm) M. W. Campbell (cm)	Hugh J. Vaughn. M. W. Campbell (cl)	E. M. Coolidge
	Sunday edition (S) 4,939	.04	.04							
HILLSBORO 7,853	Mirror (e) 1,315	.018	....	(D) (AP) (J) (5¢-15¢w, 40¢) (138)	Texas Novelty Adv. Co. Mrs. D. W. Campbell, Pres.	J. C. Butts. Agnes Campbell	J. C. Butts. Joe F. Merrow (sp)	Agnes Campbell. H. G. Blount (cm)	A. C. Robertson. A. Campbell (n)	P. H. Merkel
HOUSTON 292,352	Chronicle (e) 96,829	.20	....	(I-D) (AP, INS, UP) (*S) (†) (3¢d, 10¢S) (18¢w, 75¢m) (15)	Chronicle Pub. Co. Jesse H. Jones, Pres.-Pub.	Geo. W. Cottingham. E. R. Millis, Asso. Ed. W. C. Repass, man. ed.	M. E. Walter. Dick Freeman (sp)	J. H. Butler (bm). Steve Kelton, asst. bm. T. E. Lee (cm)	Wm. Joseph. R. W. McCarthy (n)	W. B. Nail, Sr.
	Sunday edition (S) 101,008	.22	....							
	Post (m) 80,094	.19	....	(I-D) (AP, UP) (†) (J) (5¢d, 10¢S) (138)	Houston Ptg. Co. Wm. P. Hobby, Pres.	Wm. P. Hobby. Max Jacobs	Ed. Barnes. Loyd Gregory (sp)	C. C. Maes. A. E. Clarkson (bm) L. E. Brumleu (cm)	A. G. Pike. M. S. Schwartz (cl)	A. L. Ladd
	Sunday edition (S) 89,729	.21	....							
	Press (e) 48,588	.13	.08	(I) (UP) (†) (3¢-12¢w, 50¢m-$1.50) (129)	Houston Press Co. R. D. Henderson, Pres.	Allan Bartlett. E. M. Pooley	Royal Roussel. Ralph Anderson (sp)	Ralph D. Henderson (bm) R. H. McCoy (cm)	Ray L. Powers. B. F. Moore (n) M. Levenson (cl)	
JACKSONVILLE 4,746	Progress (e) 1,178	.018	....	(none)	B. F. Davis	B. F. Davis		J. E. McFarland (bm)		
KAUFMAN 1,279	Herald (e) 1,285	.018	....	(D) (J) (3¢-50¢m) (none)	L. E. & Jack Callan.	Jack Callan	Robert Callan (sp)	L. E. Callan. Jack Callan (cm)	Robert Callan	L. E. Callan
KILGORE 3,000 (1935 Est.)	News (e) 3,674	.04	....	(D) (UP) (†) (J) (5¢-15¢w, 60¢m) (138)	Tom E. Foster	Ted Read. Tom E. Foster	Jerry Sitton (sp)	M. E. Terry (bm). J. W. Ivy (cm)	A. H. Escoe. Jessie King (cl)	M. G. Ray M. E. Terry (j)
	Sunday edition (S) 3,674	.04	....							
LAMPASAS 2,700	Leader (e) 350	.009	....	(D) (J) (none)	H. J. Abney	H. J. Abney				
LAREDO 21,618	Times (e) 6,357	.05	.046	(D) (AP) (†) (5¢-15¢w, 65¢m-$2) (138)	Laredo Times, Inc. Wm. Prescott Allen, Pres.	Herschel Hunt	R. Gansales (sp)	T. B. Watson (bm). A. K. Tish (cm)	H. A. Smolkin. T. B. Watson (n) A. Puentes (cl)	J. G. Watt
	Sunday edition (S) 6,357	.05	.046							
LONGVIEW 5,636 15,000 (City Zone)	Journal (m) 5,191	....	....	(I) (AP, UP) (†) (J) (5¢d, 10¢S-15¢w, 65¢m-$3d, $5S) (138)	News Co., Inc. Carl L. Estes, Pres.-Pub.	Carl L. Estes. S. A. Parker	J. S. Payne. Joe Hornaday	Carl F. Worthen. Luther McClung (cm)	R. E. Richards. C. F. Worthen (n) Fred Rucker (cl)	L. R. Spain H. E. Watson (j)
	News (e) 5,276	....	....							
	Combined daily (me) 10,467	.06	.06							
	Sunday edition (S) 9,626	.06	.06							
LUBBOCK 20,012	Avalanche (m) 8,338	....	....	(I-D) (AP) (5¢-$1m) (138)	Avalanche-Journal Pub. Co., Inc. C. A. Guy, Pres.	Chas. A. Guy. C. W. Ratliff	Collier Parris (sp)	Parker F. Prouty. Paul A. Reed (cm)	H. R. Norman. Lucile Smith (n) J. A. Moses (cl)	Roy S. Watts
	Journal (e) 6,296	....	....							
	Combined daily (me) 14,634	.07	....							
	Sunday edition (S) 12,523	.07	....							
LUFKIN 10,850	News (e) 3,788	.03	....	(I) (AP) (J) (5¢-10¢w) (21)	Lufkin Pub. Co., Inc. J. H. Kurth, Jr., Pres.	C. S. Boyles, Jr. & Jack C. McDermott	Jim McMullen (sp)	J. C. McDermott & C. S. Boyles, Jr.	J. C. McDermott	Elliott Perry A. E. Mitchell (j)
	Sunday edition (S) 3,788	.03	....							
McALLEN 9,074 11,129 (City Zone)	Monitor (e) 4,024	.04	....	(I-D) (AP) (†) (5¢) (21)	Palm City Pub. Co.	Arthur R. Kling	A. E. Prince	Ralph G. Bray	Robert I. Bray	Chas. Wolf
	Sunday edition (S) 4,024	.04	....							
	Press (e) 4,150	.025	.025	(D) (INS) (†) (J) (5¢-10¢w, 40¢m-$2) (26)	Mrs. Bess McDaniel.	B. E. McDaniel	Hoyt Hager	B. E. McDaniel. J. W. Gates (cm)	C. C. McDaniel, Sr. C. C. McDaniel, Jr. (n) Eugene Hosek (cl)	Al Hallah
	Sunday edition (S) 4,150	.025	.025							
McKINNEY 7,307	Courier-Gazette (e) 1,650	.025	....	(D) (J) (none)	Perkins & Wilson	Tom W. Perkins & W. B. Wilson		Walter B. Wilson. J. M. Foster (cm)	Chas. W. Graves	J. M. Foster
MARLIN 5,338	Democrat (e)	.021	....	(D) (AP) (J) (none)	J. M. Kennedy	J. M. Kennedy				
MARSHALL 14,203	Messenger (e) 5,564	....	....	(I-D) (UP) (J) (5¢-12¢w,) (138)	News-Messenger Pub. Co. Joe Herrin, Pres.	John Purnell (me)		H. Winsborough (bm) J. P. Duncan (cm)	Heard Moore. H. P. Winsborough (n) T. Rausheck (cl)	W. L. Parker
	News (m) 3,867	....	....							
	Combined daily (me) 9,431	.06	.06							
	Sunday edition (S) 9,431	.06	.06							
MART 1,833	Herald (e)	.012	....	(I-D) (AP) (none)	J. L. Spencer	J. L. Spencer		Louis Hartley		Louis Hartley
MEMPHIS 4,357	Democrat (e) 3,162	.03	.025	(I) (AP) (†) (J) (5¢) (138)	Russell Middleton	Russell Middleton. Earl C. Johnson	Jack Sitton		F. R. Seyfarth	Tom Wood
MEXIA 6,579	News (e) 4,456	.035	.035	(D) (UP) (J) (5¢-15¢w, 60¢m, $2) (138)	News Pub. Co. W. K. Boyd, Pres.-Pub.	B. H. Broiles		W. K. Boyd. W. L. Foreman (cm)	C. L. Tatum. W. L. Foreman (cl)	P. J. Bounds
	Sunday edition (S) 4,456	.035	.035							
MIDLAND 5,484	Reporter-Telegram (e) 3,922	.03	.03	(I) (AP) (J) (5¢-50¢m) (138)	Midland Pub. Co. T. P. Barron, Pres.	T. Paul Barron	Jess Rodgers (sp)	T. Paul Barron. F. Harrison (cm)	Jas. P. Harrison	S. M. Warren J. P. Harrison (j)
	Sunday edition (S) 3,922	.03	.03							
MINERAL WELLS 5,988	Index (e) 2,396	.03	....	(I) (UP) (J) (5¢) (138)	W. P. Cameron	W. P. Cameron		W. P. Cameron. Fred Parnell (cm)		W. C. Cox
	Sunday edition (S) 2,396	.03	....							
MOUNT PLEASANT 3,341	Times (e)	.011	....	(D) (J) (none)	P. R. Masters	P. R. Masters				
NACOGDOCHES 5,867 6,596 (City Zone)	Sentinel (e) 1,892	.03	.025	(I) (AP) (mer) (†) (†) (5¢-12¢w)	Irvine-Colvert Pub. Co.	Wm. E. Colvert	W. G. Barclay (sp)	Wm. G. Luther (cm).	S. W. Irvine	Martin Kennedy
NAVASOTA 3,528	Examiner (e) 700	.021	....	(D) (AP) (none)	Spears & Whitten	J. G. Whitten				
ORANGE 7,913	Leader (e) 2,600	.03	....	(D) (AP) (5¢) (55).	Leader Pub. Co.	J. S. McBeath			Leonard Dorrity	W. A. Steidley
	Sunday edition (S) 2,600	.03	....							
PALESTINE 11,445	Herald (e) 3,924	....	....	(I) (AP, UP) (†) (J) (5¢, 65¢m, morn; 80¢m.; evg.) (138)	W. M. Hamilton & Sons	W. M. Hamilton. Lamar Hamilton	Franklin Bradford	Van A. Hamilton (cm)	Lamar Hamilton	Gordon Steel Willis Adams (j)
	Press (m) 3,461	....	....							
	Combined daily (me) 7,485	.05	.05							
	Sunday edition (S) 7,331	.05	.05							

(*Continued on page* 104)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PAMPA 10,470	News (e) 5,678	.04	.025	(I) (AP) (†) (J) (5¢-15¢w, 60¢m) (138)	Pampa News, Inc. J. L. Nunn, Pres.	Olin E. Hinkle	Archer Fullingim Harry E. Hoare (sp)	Gilmore N. Nunn Philip R. Pond (bm) L. O. Johnson (cm)	Glen D. Guilky P. R. Pond (n) Andrew Walker (cl)	Emmett Gatcher
	Sunday edition (S) 5,678	.04	.03							
PARIS 15,649	News (e) 9,408	.06	....	(I-D) (AP) (mer) (†) (5¢) (138)	North Texas Pub. Co. A. G. Pat Mayse, Pres.	W. N. Furey		A. G. Pat Mayse Reagan Hurt (bm) Jack Stephens (cm)	J. Riley Cross Elizabeth Duvall	J. T. Wooten
	Sunday edition (S) 9,408	.06	....							
PLAINVIEW 8,834	Herald (e) 4,647	.042	....	(I) (AP) (†) (J) (5¢) (138)	Herald-News Pres. Co., Inc. H. S. Hilburn, Pres.	H. S. Hilburn		E. Q. Perry (bm) Jack Bristol (cm)	E. B. Miller Edith Smith (cl)	R. A. Rodgers
	Sunday edition (S) 4,647	.046	....							
PORT ARTHUR 50,902	News (e) **9,316**	.06	....	(I-D) (AP, UP) (5¢) (21)	News Pub. Co. J. E. Day, Pub.	R. O. Zollinger T. J. Hutchinson	"Shep" Shepard (sp)	J. E. Day H. Nogle (cm)	J. R. Sadler A. D. Trahan (n) R. F. Faulkner (cl)	
	Sunday edition (S) **10,203**	.06	....							
RANGER 6,208	Times (e) 2,481	.03	.026	(I-D) (UP) (J) (2¢-10¢w, 45¢m, $1) (138)	Times Pub. Co. W. Murray, Pres.	W. H. Mayes, Jr.		F. D. Hicks (bm) Morris Ballew (cm)	W. B. Crossley	Carl Garner
	Sunday edition (S) 2,481	.03	.026							
SAN ANGELO 25,306	Standard (e) 5,103	....	....	(D) (AP) (†) (5¢) (138)	San Angelo Standard, Inc. Houston Harte, Pres.	Dean Chenoweth	Blondy Cross (sp)	H. Taylor (bm) Minor Shutt (cm)	A. D. Scobey Alba McCreary (n) Myrtle Matthews (cl)	Ben Roster
	Times (m) 12,349	....	....							
	Combined daily (me) 17,452	.07	.06							
	Sunday edition (S) 15,489	.07	.06							
SAN ANTONIO 231,542 254,562 (ABC City)	Express (m) **38,063x**	.13	....	(I) (AP) (mer) (†) (5¢) (18)	Express Pub. Co. F. G. Huntress, Pres.	M. M. Harris A. W. Grant (me-m) A. W. Walliser (me-e)	Ed Spill (m) Ben Baines (e) Ward Burris (sp-m) Jack O'Brien (sp-e) Geo. Witting (Su)	Frank G. Huntress Alex N. Bowers (bm) Jack Walker (cm)	W. W. Watson Walter Lehmann (cl)	
	News (e) **44,878x**	.12	....	(1) (AP) (mer) (†) (2¢) (18)						
	Combined daily (me) **82,941x**	.20	.20							
	Sunday edition (S) **65,226x**	.15	.15							
	Light (e) **52,736x**	.14	....	(I) (AP, UP, US) (mer) (†) (2¢d, 5¢ S-15¢w, 65¢m) (14)	Light Pub. Co. W. R. Hearst, Pres. Wm. M. McIntosh, Pub.	Wm. M. McIntosh N. Dwight Allison	J. F. Nolen Harold Sherwits (sp) S. W. Woolford (Su)	Wm. M. McIntosh C. L. Buchanan (bm) Edmund Campbell (cm)	B. J. Horner Chas Truster (cl)	T. Riordan
	Sunday edition (S) **85,293x**	.18	....							
SAN BENITO 10,753	Light (e) 1,492	.025	....	(D) (UP) (J) (5¢) (none)	San Benito Pub. Co.	W. D. Holland		W. D. Holland (bm)		
	News (e) New Daily	.03	....	(5¢) (none)		P. W. Hornbeck (me)		M. Lawson (cm)	Harold D. Martin	H. D. Martin
SAN MARCOS 5,234	News (e) 1,675	.025	.018	(D) (INS) (J) (5¢-10¢w, 40¢m) (138)	T. A. Buckner & Sons	Walter E. Buckner	Henry G. Howell L. P. Hopson (sp)	T. A. Buckner Mrs. W. A. Staud	W. Buckner	A. D. Graham A. Buckner (j)
SHAMROCK 3,780	Texan (e) 2,811	.03	....	(I) (AP) (†) (J) (5¢-10¢w, 40¢m) (138)	Albert Cooper	Percy W. Bones		Albert Cooper Arval Montgomery (cm)	S. P. Bacon	Ted Rogers F. L. Lucas (j)
SHERMAN 15,713	Democrat (e) **7,290**	.06	.06	(I-D) (AP) (mer) (†) 5¢-65¢m-$2.50) (138)	Sherman Democrat, Inc. G. I. Wilcox, Pres.	J. Newell Johnston	Ted R. Bomar Howard Van Dyke (sp)	G. H. Wilcox J.H.McReynolds (bm) H. A. Padon (cm)	E. M. Hampton Fred Conn (n)	H. A. Mabry
	Sunday edition (S) **7,376**	.06	.06							
SULPHUR SPRINGS 5,417	News-Telegram (e) 2,067	.02	.02	(D) (AP) (J) (5¢-50¢m) (none)	Jno. S. & Eric Bagwell	Jno. S. Bagwell	Joe Woosley	Jno. S. Bagwell Eric Bagwell (bm)	J. D. Bagwell Eric Bagwell (n)	A. A. Tetts (j)
	Sunday edition (S) 2,067	.02	.02							
SWEETWATER 10,848	Reporter (e) 3,312	.032	.032	(D) (UP) (5¢-15¢w, 60¢m) (138)	Millard Cope	Millard Cope	Robert Cook (sp)	Ruby Williams (cm)	Wm. Powell Ruby Williams (n)	U. H. Morgan
	Sunday edition (S) 3,312	.032	.032							
TAYLOR 7,463	Press (e) 4,452	.035	....	(D) (UP) (†) (J) (5¢) (138)	Geo. B. Peeler	Geo. B. Peeler	Marvin Bugg	Sherman Kennedy	Roy Shiflett	L. Wright
	Sunday edition (S) 4,452	.035	....							
TEMPLE 15,345	Telegram (e) **10,635**	.06	.06	(I-D) (AP) (†) (J) (5¢-15¢w, 65¢m-$2) (138)	Bell Pub. Co. W. R. Humphrey, Pres.	Walter R. Humphrey	Albert Nibling C. E. McClelland (sp)	Frank W. Mayborn Jack Childress (cm)	Bob Oglesby Fred W. Mayborn (n) A. C. Ater (cl)	J. E. McMurry (press) J. B. Smith (comp) M. Lasater (j)
	Sunday edition (S) **10,479**	.06	.06							
TERRELL 8,795	Tribune (e) 3,833	.03	.025	(I) (UP) (†) (50¢m) (none)	W. C. Porter, Pres. Frederick Massengill, Jr., Pub.	E. Y. Horn Harry Galbraith	Harry Galbraith P. Runnels (sp)	F. Massengill, Jr. Pollard Runnels, Jr. (cm)	F. Massengill, Jr. Lilian Morrow (cl)	S. A. Findley
TEXARKANA 27,366	Gazette (m) **9,753x**	....	....	(I-D) (AP, UP) (†) (5¢-20¢w, morn; 15¢w, evg, 20¢w, evg. & S-$2) (138	Texarkana Newspapers, Inc. C. E. Palmer, Pres.-Pub.	Henry Humphrey	J. Q. Mahaffey, Jr. George Douthit (sp)	Henry Humphrey W. E. Hussman (bm) C. B. Baker (cm)	Walter E. Hussman E. I. Irwin (cl)	E. Mundella
	News (e) **5,811x**	....	....							
	Combined daily (me) **15,564x**	.08	....							
	Sunday edition (S) **11,913x**	.08	....							
TIMPSON 1,545	Times (e)	.011	....	(D) (3)	Timpson Ptg. Co.	T. J. Molloy				
TYLER 17,112 25,000 (City Zone)	Courier-Times (e) 5,745	....	....	(D) (AP, UP, INS) (†) (J) (138)	T. B. Butler Pub. Co.	M. T. Lemons & Chas. Ellis		J. F. Donahue Royce Thornton (cm)	Stanley Irvine	W. E. Yarbo
	Telegraph (m) 5,166	....	....							
	Combined daily (me) 10,911	.06	....							
	Sunday edition (S) 9,676	.06	....							
VERNON 9,137	Record (e) 4,097	.035	.03	(D) (AP) (J) (5¢-5¢-15¢w, 50¢m-$2) (138)	Vernon Record Co. J. P. King, Pres. R. H. Nichols, Pub.	R. H. Nichols W. D. Dixon	Mack Boswell	R. H. Nichols R. C. Nichols (cm)	E. A. Vernon R. C. Nichols (cl)	A. C. Smith J. A. Baird (j)
VICTORIA 7,421	Advocate (e) 1,250	.021	....	(D) (INS) (J) (5¢) (none)	Geo. H. French	Leopold Morris		Geo. H. French Chester Evans (cm)	E. T. Clark	R. E. Hilman
WACO 52,848	News-Tribune (m) **16,123**	....	....	(I) (AP, UP, INS) (†) (5¢) (21)	Southern Pub. Co. E. S. Fentress, Pres.	Frank Baldwin	"Jinx" Tucker (sp)	S. D. Jones W. D. Wolf (cm)	G. H. Parrick Powell Gibson (n) C. V. Anderson (cl)	W. R. Caldwell
	Times-Herald (e) **14,400**	....	....							
	Combined daily (me) **30,523**	.12	.10							
	Sunday edition (S) **30,534**	.12	.10							
WAXAHACHIE 8,042	Light (e) 3,087	.032	....	(I-D) (UP) (5¢) (138)	Enterprise Pub. Co. J. L. Gammong, Pres.	Floyd Casebolt		Floyd Casebolt	Wm. P. Davis	John Flowers
WEATHERFORD 4,912	Herald (e) 1,390	.018	....	(I) (AP) (none)	Weatherford Pub. Co.	H. E. Letson				
WICHITA FALLS 43,690 50,792 (City Zone)	Record-News (m) **15,660**	....	....	(D) (AP, UP, INS, US) (†) (5¢-15¢w, 65¢m-$2) (76)	Times Pub. Co. Ed Howard, Pres.-Pub.	B. D. Donnell	Henry C. Fulcher (m) Bentley Nelson (e) F. Thompson (sp-m) A. L. Parker (sp-e)	Ed Howard Rhea Howard (bm) W. E. Rutledge (cm)	V. N. Armstrong Leslie Howard (cl)	Jno. W. Dobbs
	Times (e) **14,310**	....	....							
	Combined daily (me) **29,970**	.15	.089							
	Sunday edition (S) **29,153**	.15	.089							
YOAKUM 5,656	Herald (e) 1,042	.021	....	(I) (AP) (J) (26)	H. D. Meister	C. S. Morgan		H. D. Meister Leon Manning (cm)		
	Sunday edition (S) 1,042	.021	....							
	Times (m) 811	.018	....	(D) (J) (138)	H. A. Lindenberg	H. A. Lindenberg Fannie Lou Lindenberg				
	Sunday edition (S) 811	.018	....							

(*Continued on page* 105)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

UTAH

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job. Supt.
RIGHAM CITY.. 083	Box Elder Journal (m) 1,772	.025	....	(I) (J) (26–148)	Journal Pub. Co..... Wm. C. Call, Pres.	Will R. Holmes......	Will R. Holmes......	Wm. C. Call........	Wm. C. Call.........	....
OGAN.......... 979	Herald-Journal (e) 4,157	.03	.0257	(I) (UP) (J) (5¢-40¢m) (56)	Cache Valley Newspaper Co. G. Rasmuson, Pres.	Gunnar Rasmuson...	G. M. Hobbs........ Conrad Harrison (sp)	Gunnar Rasmuson... R. W. Martin (bm) L. A. Ripplinger (cm)	R. W. Martin....... L. A. Ripplinger (n) Ruth Scofield (cl)	A. H. John, Jr.
GDEN.......... 272	Standard-Examiner (e) 11,672x Sunday edition (S) 12,281x	.06 .06	.053 .053	(I) (AP) (J) (5¢-75¢m-$2) (17)	Standard-Examiner Pub. Co. A. L. Glasmann, Pub. Mrs. E. Glasebrook, Pres.	A. L. Glasmann..... W. W. Bowman F. Francis (asso-ed.).	J. E. O'Connor...... A. F. Warden (sp)	Wm. I. N. Cox...... J. W. Eldredge (bm) H. E. Gibson (cm)	J. Wayne Eldredge... W. E. Zuppann (n) B. V. Glasmann (cl)	C. R. Snethen
ROVO.......... 766	Herald (e) 3,886 Sunday edition (S) 3,886	.03 .04	....	(I) (UP) (5¢) (56)..	Herald Corp........ J. A. Owens, Pres.	E. R. Rasmuson.....	J. R. Paulson (sp)...	J. A. Owens......... E. Sandgren cm)	L. E. Anderson...... B. Lindstrom (n)	A. Ridge
ALT LAKE CITY 0,267	Deseret News (e) 36,735x	.09	....	(I) (AP, UP, CT) (mer) (†) (J) (108)	News Pub. Co....... Sylvester Q. Cannon, Pres.	J. J. Cannon........ M. E. Peterson	Harold Norgan...... Les Goates (sp)	Samuel O. Bennion.. Jas. B. Kirkham (cm) J. Ralph Whitney (bm)	A. Brook Jenkins....	June Harrow
	Tribune (m) 50,311x Telegram (e) 21,634x Combined daily (me) 71,945x Sunday edition (S) 74,008x	.... .16 .19	....	(I) (AP, UP, CT) (mer) (†) (123)	Telegram Pub. Co... Salt Lake Tribune Pub. Co. J. F. Fitzpatrick, Pres.	E. Leroy Bourne (e). G. B. Heal (m) K. S. Conn (me-e) N. C. Christensen (me-m)	T. Evans (e)......... O. N. Malmquist (m) Frank K. Baker(sp-e) John C. Derks (sp-m) Waide M. Condon(Su)	A. L. Fish (gm-e).... H. B. Robinson (gm-m) T. J. Mullins (bm) E. F. Baldwin (cm)	A. A. Campbell...... W. O. Sessions (cl)	H. E. Glenn

VERMONT

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ARRE.......... ,307	Times (e) 6,647	.03	.025	(I) (AP) (2¢-12¢w, 50¢m-$1.10) (96)	Frank E. Langley....	Dean H. Perry......	....	Frank E. Langley....	....	....
ENNINGTON... ,628	Banner (e) 3,347	.02	.015	(I) (AP) (2¢-12¢w, 50¢m-$1) (96)	Frank E. Howe......	Paul C. Howe....... C. J. Kinsley	James Gavagan...... C. J. Kinsley (sp)	Frank E. Howe......	Chas. W. Capron.... Miss M. L. Beecher (n)	A. Bushee
RATTLEBORO.. ,816	Reformer (e) 3,687	.025	.016	(R) (AP) (3¢-18¢w, 75¢m-$2) (96)	Brattleboro Pub. Co. H. C. Rice, Pub.-Pres.	H. C. Rice..........	W. A. Gilbert........	H. C. Rice.......... H. E. Stockwell (bm)	H. E. Stockwell.....	L. R. Robinson
URLINGTON.... ,780	Free Press (m) 16,978	.065	.065	(I-R) (AP) (†) (J) (3¢-15¢w, 60¢m-$1.75) (85)	Free Press Assn...... W. B. Gates, Pres.	E. F. Crane.........	W. B. Gates......... F. L. Freeman (sp)	D. W. Howe (bm)...	B. D. Burdick........ D. W. Howe (n) R. D. Preston (cl)	J. W. Powers G. E. Little (j)
	News (e) 4,748	.04	.039	(I) (AP) (3¢-15¢w, 60¢m-$1.75) (40)	Daily News, Inc..... Bertha Jackson, Pub. H. Nelson Jackson, Pres.	Bertha Jackson......	....	....	John A. Cellar.......	....
ONTPELIER.... 07	Argus (e) 3,752	.018	.018	(96)	M. F. Atkins........	....	....	M. F. Atkins........	....	....
UTLAND........ ,215	Herald (m) 13,908	.06	.034	(I) (AP) (3¢-75¢m-$1.50) (96)	Herald & Globe Assn. Wm. Fields, Pub.-Pres.	Howard L. Hindley..	J. W. T. Wettleson.. G. E. McLaughlin(sp)	L. B. Noble (bm).... L. W. Harrison (cm)	W. J. Perry (cl)......	....
T. ALBANS...... 10	Messenger (e) 3,355	.05	....	(R) (AP) (J) (2¢-9¢w-$1.25) (96)	Messenger Co....... J. G. Smith, Pres. Donald Tobin, Pub.	Donald Tobin.......	Jas. T. Walsh....... S. J. Godfrey	Donald Tobin....... S. J. Godfrey (cm)	E. R. Anderson (n)..	W. Collins C. E. Shannon (j)
T. JOHNSBURY. 30	Caledonian-Record (e) 4,782	.021	.014	(I-R) (AP) (2¢-60¢m) (96)	Caledonian-Record Pub. Co., Inc. H. A. Smith, Pub.-Pres.	Herbert A. Smith....	W. Lowell Smith..... Ralph H. Morse (sp)	Herbert A. Smith....	Neal W. Phillips..... Russell A. Wheelock (cl)	G. E. Perry

VIRGINIA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
LEXANDRIA.... 4,149	Gazette (e) 3,748x	.04	....	(D) (UP) (J) (76)...	Gazette Corp....... C. C. Carlin, Jr.	C. C. Carlin, Jr.....	M. T. Dwyer.......	C. C. Carlin, Jr..... E. O. Rammel (cm)	J. Lars Reenstjerna..	R. O. Strike
RISTOL......... ,840 ,993 (ABC City)..	Herald-Courier (m) 10,456x News-Bulletin (e) 2,182x Combined daily (me) 12,638x Sunday edition (S) 12,832x Evening & Sunday (ES)	.... .07 .... .07	....	(I-D) (AP) (3¢ daily, 5¢Sun; 15¢w, 60¢m; $1.50, $3Sun. (none)	Bristol Pub. Co..... C. J. Harkrader, Pub. Munsey Slack, Pres.	Herschel Dove (m).. Woody Vance (e) W. E. Crockett(me-m) R. Gilmer (me-m)	Gene Thompson (m). Robt. Loving (e) W. E. Crockett (sp-m) Betts Cofer (sp-e)	C. J. Harkrader & Munsey Slack (gm) G. K. McClellan (cm)	E. W. Russell....... M. Pershing (n) Sidney Cofer (cl)	S. Noe
CHARLOTTES-VILLE.......... ,345	Progress (e) 4,451	.035	....	(I-D) (AP) (3¢-15¢w-$1.67 (none)	J. H. Lindsay, Inc... J. G. Lindsay, Pres.	C. E. Boykin.......	B. Lee Hawkins..... Whitten Morse (sp)	J. G. Lindsay (bm).. C. E. Sinclair (cm)	C. E. Lindsay....... J. G. Lindsay (n) Eloise R. Gentry (cl)	Ralph Clay
LIFTON FORGE.	Review (e) 1,551	.025	.018	(D) (UP) (2¢-10¢w, $1) (none)	Clifton Forge Review, Inc. Geo. O. Greene, Pres.	George O. Greene....	B. C. Greene (sp)....	M. Botts Lewis..... J. H. Lewis (cm)	M. Botts Lewis......	M. B. Lewis C. B. Greene (j)
OVINGTON..... ,536	Virginian (e) 4,714	.03	.021	(I-D) (AP) (J) (3¢-12¢w, 50¢m, $1.50) (55)	Covington Virginian, Inc. Richard F. Beirne, Pres.	Richard F. Beirne...	Percy Obenchain.... M. W. Goodman (sp)	J. L. Goodman (bm). O. B. Hilton (cm)	J. L. Goodman...... G. Arritt (cl)	E. G. Nickey A. S. Lancaster (j)
ANVILLE....... 2,247 ,039 (ABC City)..	Register (m) 9,296 Bee (e) 10,376 Combined daily (me) 19,673 Sunday edition (S) 10,028 Evening & Sunday (ES)	.... .08 .... .09	.... .07	(D) (AP) (†) (3¢daily, 10¢Sun-15¢w, 65¢m, $2) (18)	Register Pub. Co., Inc. H. B. Trundle, Pres.	W. S. Meacham (m). Gerard Tetley (e)	R. A. Elliot (m)..... Gerard Tetley (e) Julian Adams (sp-m) W. Christianson (sp-e)	H. B. Trundle....... A. A. Farley (cm)	J. R. Browder (loc.).. H. B. Trundle (n) F. K. Fletcher (cl)	....
REDERICKSBURG ,819	Free Lance-Star (e) 5,220	.03	.025	(D) (AP) (3¢-15¢w) (55)	Free-Lance-Star Pub. Co. J. P. Rowe, Jr., Pub.	Josiah P. Rowe, Jr...	C. B. Goolrick...... L. W. Houston (sp)	Josiah P. Rowe, Jr...	George Hunter, Jr...	....
ARRISONBURG ,232	News-Record (e) 6,631x	.04	....	(I) (AP) (J) (41)....	Rockingham Pub. Co. Harry F. Byrd, Pres.	J. R. Crown........	....	Harry F. Byrd...... H. B. Slaven (bm) J. L. Klinger (cm)	H. B. Slaven........	....
YNCHBURG.... ,061 ,774 (ABC City)..	News (m) 9,385x Advance (e) 8,002x Combined daily (me) 17,387x Sunday edition (S) 10,650x Evening & Sunday (ES)	.... .07 .... .07	.... .05 .... .05	(D) (AP) (3¢daily, 10¢ Sun-15¢w, 65¢m-$1.50 daily, $5 Sun) (44)	Carter Glass & Sons.	Robert Glass (m).... Carter Glass, Jr. (e) Powell Glass (me-me)	J. K. Irving (m)..... J. H. Johnson (e) Gilbert Hale (sp-m) Milton Apperson (sp-e)	M. K. Duerson (bm). H. S. Shaner (cm)	R. C. McGhee...... M. K. Duerson (n)	M. S. Tanner
ARTINSVILLE.. ,705	Bulletin (e) 4,073	.03	....	(I-D) (AP, UP) (J) (3¢-15¢w, 65¢m, $1.50) (40)	Bulletin Co.........	K. L. Thompson....	J. L. Beekner.......	J. J. Goodman...... H. R. Owens (cm)	Robt. Kucera....... I. L. Epperly (cl)	L. D. Haynes Fred Hull (j)

(*Continued on page* 106)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

VIRGINIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEWPORT NEWS 34,417	Press (m) 6,890	....	....	(D) (AP) (3¢) (76)	Daily Press, Inc. R. R. Bottom, Pres.	L. T. Jester (m) W. M. Harrison (e)	H. E. Lee (m) G. L. Price (e) T. J. Johnson (sp-e)	R. B. Bottom (bm) W. C. Bonner (cm)	S. P. Hoyle J. P. Hart (n) R. G. Lockett (cl)	C. L. Shrevenger
	Times-Herald (e) 9,025	....	....							
	Combined daily (me) 15,915	.07	....							
	Sunday edition (S) 10,319	....	....							
	Evening & Sunday (ES)	.07	....							
NORFOLK 129,710 184,949 (ABC City)	Ledger Dispatch (e) 40,420	....	....	(I-D) (AP, UP) (†) (3¢-15¢w, 70¢m) (137)	Norfolk Newspapers, Inc. P. S. Huber, Pub.-Pres.	Douglas Gordon (e) Kenville Glennan (me-e)	J. E. Shank (e) Tom Hanes (sp-e) John Spencer (m) W. N. Cox (sp-m)	P. S. Huber Ellis Loveless (asst. bm) N. N. Hill (cm-e) R. J. Marks (cm-m)	F. S. Cook (e) H. B. Tatem (m) W. S. Davis (cl)	R. Ellington
	Virginian-Pilot (m) 39,939	....	....	(I-D) (AP) (3¢-20¢w 85¢m) (137)		L. I. Jaffe, (m) W. R. Harris (me-m)				
	Combined daily (me) 80,359	.22	....							
	Sunday edition (S) 46,262	....	....							
	Evening & Sunday (ES)	.22	....							
PETERSBURG 28,564	Progress-Index (e) 9,025	.05	....	(D) (AP) (17)	Petersburg Newspaper Corp. W. E. Harris, Pres.	Walter Edw. Harris J. Curtis Lyons	H. C. Tillery	R. B. Huber L. L. Livengood (cm)	R. H. Ryan R. K. Hudgins (cl)	J. B. Jackson
	Sunday edition (S) 9,025	.05	....							
PORTSMOUTH 45,704	Star (e) 9,354	.05	.035	(I-D) (AP) (†) (2¢e, 5¢S, 12¢w, 50¢m) (17)	Star Pub. Corp. Norman R. Hamilton, Pub.-Pres.	Norman R. Hamilton Robert R. Barber	Edwin L. Rice William Brown (sp)	N. Etheredge Hamilton L. M. Palmer (cm)	W. B. Darden E. F. Rogers (n) J. M. Miles (cl)	B. Saunders
	Sunday edition (S) 9,354	.05	.035							
PULASKI 7,168	Southwest Times (e) 3,981	.03	.03	(I) (UP) (J) (3¢evg, 5¢Sun-12¢w, 48¢m-$1 50) (74)	Southwest Pub. Co. H. R. Imboden, Pub.-Pres.	H. R. Imboden	H. R. Imboden W. F. Thomas	H. R. Imboden Miss Beulah Dillon (cm)	W. F. Thomas H. R. Imboden (n)	H. M. Brockman L. M. Brockman
	Sunday edition (S) 4,002	.03	....							
RICHMOND 182,929 195,696 (ABC City)	News-Leader (e) 76,121	.18	.12	(I-D) (AP) (†) (3¢-10¢w) (126-12)	News Leader Co. John Stewart Bryan, Pub.-Pres.	Dr. Douglas S. Freeman Earl Sowers	Wm. T. Christian Charles Hamilton (sp)	L. A. Gaines, Jr. (bm) Tennant Bryant (asst. bm) I. N. Leadbetter (cm)	William Ellyson, Jr. R. S. Stephenson (asst. adv. mgr.) George Beveridge (n) Lewis N. Little (cl)	R. A. Cooke
	Record (e) 325	.04	....	(none)		G. E. Massie, Jr.		G. Edmund Massie (cm)		
	Times-Dispatch (m) 74,017	.17	.125	(I-D) (AP) (mer) (†) (3¢-10¢w-morn, 15¢d&S, 65¢m, daily-Sun, city; $1.50, $7) (*18) (137-84)	Times-Dispatch Pub. Co., Inc. Mark Ethridge, Pub.-Pres.	V. Dabney (ch. ed'l writer) Leon S. Dure, Jr. (me)	R. V. Carter Jimmy Jones (sp)	I. R. Van Aurmen (bm) E. H. Collins (cm)	Fred Sale J. B. Sacks (n) G. N. Benjamin (cl)	G. Palmater
	Sunday edition (S) 75,834	.19	.14							
	*(Note—John Budd Co. representation nationally effective March 1, 1936. Story, Brooks & Finley and George M. Kohn general representatives.)									
ROANOKE 69,206	Times (m) 23,629x	....	....	(D) (AP, US) (†) (3¢d, 10¢S, 11¢w, morn; 10¢w, evg) (44-55a)	Times-World Corp. J. P. Fishburn, Pres.	H. P. Chapman (m) W. B. Smith (e) W. Atkinson (me-m) W. C. Stouffer (me-e)	W. Atkinson (sp-m) C. R. Hughes (sp-e)	W. E. Thomas (bm) E. C. Lugar (cm)	Chas. H. Carson W. P. Gooch (n)	
	World-News (e) 17,739x	....	....							
	Combined daily (me) 40,758x	.12	....							
	Sunday edition (S) 29,624x	.09	....							
	Evening & Sunday (ES)									
STAUNTON 11,990	News-Leader (m) 4,953x	.13	....	(D) (AP) (†) (2¢-12¢w, 48¢m, $1) (55)	Leader Pub. Co. Hierome L. Opie, Pres.	E. Walton Opie (me)	E. Lewis Knowles	Hierome L. Opie Geo. H. Powell (cm)	E. Walton Opie Mrs. C. K. Brown (cl)	J. S. Layne
	Leader (e) 2,959x	....	....							
	Combined daily (me) 7,912x	.045	....							
	Sunday edition (S) 5,577x	.045	....							
STRASBURG 1,901 22,707 (City Zone)	Northern Virginia Daily (m) 4,226	.035	.021	(I) (AP) (J) (2¢-10¢w) (55)	Shenandoah Pub. House, Inc. E. E. Keister, Pres.	Arthur Davidson	R. Q. Nicholson	E. E. Keister W. K. Cooley (bm)	J. J. Crawford	J. Watts C. S. McCarty (j)
SUFFOLK 10,271	News-Herald (e) 5,035	.04	.025	(D) (AP) (†) (2¢-10¢w) (26)	Suffolk News Co., Inc. Maurice E. Bennett, Jr., Pub. A. Obici, Pres.	W. C. Johnston	W. Marion Saunders "Spike" Moore (sp)	M. E. Bennett, Jr. Zack Yates (cm)	Van Rayburn M. E. Bennett, Jr. (n) K. Jones (cl)	N. Deaton
WAYNESBORO 6,226	News-Virginian (e) 2,681	.03	.025	(I-D) (AP) (†) (J) (3¢-10¢w, $1) (41)	Waynesboro Pub. Corp. Louis Spilman, Pres.	Louis Spilman Miller Ritchie	Matthews Griffith (sp)	Louis Spilman Emily Spilman (bm) J. W. Gentry, Jr. (cm)	W. M. Humphries	L. M. Feagans W. M. Humphries
WINCHESTER 10,944	Star (e) 4,685x	.035	.03	(I) (AP) (J) (2¢-10¢w, 40¢m) (41)	Evening Star Pub. Co. H. F. Byrd, Pub.-Pres.	H. F. Byrd, Jr.	John Hoover C. G. Wilkins (sp)	R. S. Fansler	R. S. Fansler	H. March

WASHINGTON

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABERDEEN 21,723	World (e) 8,274	.05	....	(R) (AP, UP) (†) (J) (5¢) (17-101)	Grays Harbor Pub. Co. W. A. Rupp, Pub.-Pres.	W. A. Rupp		W. A. Rupp P. Foelkner (bm) E. R. Thygeson (cm)	W. M. Ruble	
ANACORTES 6,564	Mercury (e) 2,029	.029	....	(I) (UP) (J) (3¢) (none)	J. O. McNary					
BELLINGHAM 30,823	Herald (daily) 13,665	.08	....	(I-R) (AP, UP) (†) (3¢-15¢w, 60¢m) (143)	Bellingham Pub. Co. S. A. Perkins, Pres.	W. C. Carver	Pat Scott Wally Lindsley (sp) Ben Sefrit (Su)	Frank I. Sefrit Chas. L. Sefrit (bm) M. W. Blonden (cm)	W. T. Wetherell W. Y. Chester (n) F. E. Bardwell (cl)	E. C. Holt, Jr.
	Sunday edition (S) 13,665	.05	....							
	News (e) 4,672	.03	....	(I-D) (UP) (60)	S. N. Harrison	Wm. Gardiner		S. N. Harrison Robt. Bowen (cm)	S. E. Rugg S. N. Harrison (n)	
BREMERTON 10,170	News Searchlight (e) 4,142	.045	....	(I-R) (AP) (†) (J) (101)	W. B. Jessup	W. L. Jessup	George Thomas	J. H. Jessup (bm) J. S. Seesup (cm)	J. H. Jessup	
	Sun (e)	.035	....	(I) (UP, AW) (2¢, 10¢w, $1) (56)	Bremerton Sun Pub. Co. H. E. Ward, Pres.	Julius Gius	Jack Rogers A. Laughrey (sp)	H. E. Ward S. Carstonsen (cm)	G. Whiteway	F. M. Halbert
CENTRALIA 8,058	Chronicle (e) 3,889	.035	....	(R) (AP) (†) (J) (5¢-15¢w-$2, $1.66) (101)	Centralia Ptg. Co., Inc. H. L. Bras, Pres.	H. L. Bras	V. B. Noel Jud Hubbart (sp)	Ray W. Edinger J. M. Scott (cm)	A. J. Hall	J. McKean T. L. Dent (j)
COULEE DAM 8,000	Grand Coulee Times (e) 1,555	.03	....	(UP) (148)	Richard Bushell	W. Robert Ross		W. Robert Ross E. Chauncey (cm)	Harvey Larsen (n)	W. Smith
ELLENSBURG 4,621	Record (e) 2,656	.03	....	(I-R) (AP) (†) (J) (5¢-12¢w, 50¢m-$2) (101)	Record Press, Inc. J. C. Kaynor, Pub.-Pres.	J. C. Kaynor	Virgil Cunningham	J. C. Kaynor Gilb. H. Kaynor (bm) Albert E. Gerritz (cm)	Gilbert H. Kaynor Gene Crim (cl)	K. S. Kaynor J. Wilkins (j)
EVERETT 30,567	Herald (e) 14,017	.05	....	(I) (AP, UP) (3¢-15¢w) (143)	Daily Herald Co. Mrs. Gertrude D. Best, Pub.-Pres.		Dean S. Ashton	Mrs. Gertrude D. Best Henry Jeklin (bm) Fred B. Baker (cm)	L. L. Austin Henry Jeklin (n)	
	News (e) 5,584	.04	....	(I) (AP, INS) (3¢) (123-60)	Everett News, Inc.	Herbert M. Peet	L. E. Harper Hugh Fortner (sp)	Leonard G. Diehl Carl Pearson (cm)	Frank Kaull	W. Neubert

(*Continued on page* 107)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WASHINGTON (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HOQUIAM 12,766	Washingtonian (m) 4,531	.045	....	(R) (AP) (J) (101)	Grays Harbor Washington, Inc. R. V. Mack, Pres.	Russell V. Mack		Russell V. Mack	J. L. Hartshorn	
	Sunday edition (S) 4,351	.045	....							
KELSO 4,360	Kelsonian-Tribune (e) 3,756	.035	.03	(I-R) (UP) (†) (J) (3¢evg, 5¢Sun-10¢w, $1, 85¢) (143)	Kelso Pub. Co. F. M. Dallam, Pres.	Frank M. Dallam	Howard Brice (sp)	E. Norman Purser J. P. Weaver (cm)	Geo. Beckingham E. N. Purser (n) T. Amlong (cl)	H. Fletcher C. J. Denny (j)
	Sunday edition (S) 3,756	.035	....							
LONGVIEW 10,652	News (e) 7,113	.05	.03	(I-R) (AP) (J) (3¢-15¢w, 50¢m-$1.10) (101)	Longview Pub. Co. J. M. McClelland, Pub.-Pres.	J. M. McClelland	D. M. Simonsen Carlton Moore (sp)	J. M. McClelland R. E. Light (bm) E. A. McKee (cm)	R. M. Anderson (n) Frank A. Hunt Anne McIver (cl)	J. L. Miller
MOUNT VERNON 2,600	Herald (m) 2,791	.03	.03	(I) (AP) (J) (5¢-50¢m) (101)	Herald Pub. Co. Harry B. Averill, Pub.-Pres.	Harry B. Averill	Oliver Noce	John Wert (bm) L. F. Buchanan (cm)	Richard D. Whiting Alma Ruley (cl)	H. Beecher
OLYMPIA 11,733	Olympian (daily) 5,713	.05	.044	(R) (AP, UP) (†) (J) (15¢w-$1, $1.33) (143-60)	Wash. Recorder Pub. Co. S. A. Perkins, Pub.-Pres.	H. M. Lane Fred F. Chitty	H. M. Lane Dave Adams (sp) H. M. Lane (Su)	Fred F. Chitty R. C. Gruhlke (cm)	Earl W. Foster Frank Crewdson (cl)	V. L. Husk
	Sunday edition (S) 5,778	.05	.044							
PORT ANGELES 10,188	News (e) 2,639	.035	.033	(I) (AP) (J) (5¢-15¢w) (48)	Evening News, Inc. J. Schweitzer, Pub.	Wm. D. Welsh	Jack Henson	John Schweitzer C. N. Webster (cm)	John Schweitzer C. N. Webster (cl)	F. Walsh A. H. Larrabee (j)
SEATTLE 365,583 390,646 (ABC-city)	Journal of Commerce (m) 2,931	.08	....	(I) (UP) (5¢-$1m) (12)	Journal of Commerce, Inc. M. F. Brown and O. J. David, Pubs. O. J. David, Pres.	M. F. Brown M. W. Bean	Ray Bloomberg	O. J. David and M. F. Brown (gm) J. N. David (cm)	L. J. Brown	R. M. Johnston
	Post-Intelligencer (m) 104,908	.25	.12	(I) (US, INS, AP) (mer) (†) (5¢morn, 10¢Sun, 25¢w,$1m) (65)	Post-Intelligencer Co. W. R. Hearst, Pres. W. V. Tanner, Pub.	A. E. Dunning Oliver S. Morris	Royal Brougham Paul Donaldson (sp)	H. W. Parish (bm) King Mills (cm)	Eagle Freshwater M. L. Applegate (n) R. W. Young (cl)	
	Sunday edition (S) 202,558	.32	.145							
	Star (e) 82,041	.24	.14	(I) (UP) (mer) (†) (2¢-50¢m, $1, $1) (56)	Star Pub. Co. H. E. Marshall, Pres.	R. L. Brink V. B. Westphal	Lee Pardee Cliff Harrison (sp)	H. E. Marshall F. W. Webster (bm) G. Donohue (cm)	L. F. Sharkey L. V. Cornfield (n)	
	Times (e) 99,578	.25	.122	(I) (AP, UP) (*S)(†) (3¢evg, 10¢Sun, 90¢m-daily & Sun. $2evg, $8Sun, $1.50 evg, $6 Sun) (113)	Seattle Times Co. C. B. Blethen, Pub.	C. R. Blethen C. E. Brazier (me)	Leo H. Sullivan Geo. M. Varnell (sp) Robt. H. Harvison(Su)	A. F. Logan H. H. Cahill (cm)	N.E.Helland(adv.dir.) Irl M. Baker (n) H. H. Howland (cl)	
	Sunday edition (S) 117,263	.25	....							
SPOKANE 115,514 117,414 (ABC-city)	Chronicle (e) 44,004	....	....	(I) (AP, NANA) (mer) (†) (150-25a-19-7)	Spokane ChronicleCo. W. H.Cowles,Jr.,Pres. Cowles Pub. Co. W. H. Cowles, Pub.-Pres.	Henry Rising Geo. W. Dodds (me)	H. E. Cassill Ronald Broom (sp) M. Glendinning (ce) C. R. Stark (sp) W. W. Hindley (Su)	W. H. Cowles, Jr. L. E. Dyer (cm)	Tom J.Turner,adv.dir. L. A. Batchelor (n) B. F. Lacy (ret.) J. J. Tierney (cl)	W. D. Edmunds
	Spokesman-Review (m) 48,655	....	....							
	Combined daily (me) 92,749	.25	....	(I-R) (AP, NANA) (mer) (†) (150-25a-19-7)						
	Sunday edition (S) 59,980	.20	....							
	Sunday & evening (Se) 104,074	.28	....							
	Press (e) 21,801	.07	.052	(I) (UP) (†)(2¢-10¢w, $1) (56)	Spokane Press Pub. Co.	E. W. Jorgenson	Sid Copeland Lee McNamara (sp)	Frank L. Taylor (bm) A. W. Brewer (cm)	Einer Larson Elton Dickens (n) A. Ottevaere (cl)	
TACOMA 106,817	Ledger (m) 14,277	.06	....	(I-R) (AP) (†) (2¢-5¢S-10¢w, 45¢m, $1) (86)	Tribune Pub. Co. Frank S. Baker, Pres.-Pub.	Frank S. Baker (m) Charles B. Welch (e) M. J. Mingo (me-m) Paul W. Harvey (news-e)	L. B. Coatsworth Frank Lockerby(ce-e) Dan Walton (sp-m) Nelson R. Hong(sp-e)	Charles B. Welch W. D. Lyness (cm-e)	S. S. Anderson Norris E. Inveen (n) Harry J. Lynch (cl)	W. W. Vosburgh
	News-Tribune (e) 30,993	.11	....							
	Combined daily (me) 45,270	.15	....							
	Sunday edition (S) 26,617	.10	....							
	Times (e) 30,184	.09	.07	(I) (UP) (2¢-10¢w, 45¢m, $1.10,$1.10) (56)	Times Pub. Co. M. H. Voorhees, Pres.	Leonard S. Langlow	James T. Crowe Elliott Metcalf (sp)	Frank W. Power Frank Nascarato(cm)	George Skaugset H. H. Hutchinson (n) A. O. Andresson (cl)	R. Sanders
VANCOUVER 15,766	Columbian (e) 4,813	.04	.04	(I) (UP) (mer) (†) (2¢-50¢m, $1, $1.05-1.35) (101)	Vancouver Eve. Columbian Herbert J. Campbell, Pub.-Pres.	Herbert J. Campbell. Ray Bachman	Erwin Rieger Edwin Souther (sp)	Herbert J. Campbell. Francis Higby (bm) Jack Walters (cm)	John Siemons (adv. dir.) Richard Behm	C. Whitmore
WALLA WALLA 15,976 18,821 (ABC-city)	Bulletin (e) 7,401x	.055	....	(I) (AP, UP) (†) (J) (5¢) (101)	Bulletin Ptg. Co. John G. Kelly, Pub.-Pres.	John G. Kelly H. Sherman Mitchell	H. Sherman Mitchell. Gordon M. Quarnstrom (sp) H. S. Mitchell (Su)	Frank G. Mitchell Fred C. Roecker, Jr. (cm)	C. Richard Baxter Frank G. Mitchell (n) Roderick Kline (cl)	E. Lecure T. Rice (j)
	Sunday Union-Bulletin (S) 12,482x	.075	....							
	Union (m) 5,599x	.035	....	(I) (AP, UP) (†) (J) (101)	Bulletin Ptg. Co.	John G. Kelly R. W. Fisher	R. W. Fisher Jack Hewins (sp)	Frank G. Mitchell Fred C. Roecker, Jr. (cm)	Murray Ifft Frank G. Mitchell (n) Roderick Kline (cl)	E. Lecure T. Rice (j)
WENATCHEE 11,627	Sun (m) 4,264	.04	.04	(I-D)(INS-US)(mer) (J) (5¢-10¢w, 40¢m, $2, $1) (148)	R. H. Maus	R. H. Maus	Wilbur Granberg Rex H. Maus, Jr.(sp)	R. H. Maus B. C. Rinear (cm)	Lafe Sproggles Owen West (cl)	V. J. Cartier E. L. Bradley
	World (e) 10,693x	.05	....	(I-R) (AP, UP) (5¢-15¢w, 60¢m) (48)	World Pub. Co. Rufus Woods, Pres.	Rufus Woods E. H. MacPherson	Kirby Billingsley Paul Nelson (sp)	K. P. Sexton (bm)	M. M. Gardner	
YAKIMA 22,101	Herald (m) 7,383	.04	.025	(I) (AP) (J) (5¢) (101)	Republic Pub. Co. W.W. Robertson,Pres.	Paul Neill	Don R. Dent Roy Pearson (sp) Paul Neill (Su)	W. H. Robertson Murray Clark (cm)	Roger A. Neal Loren Rieman (n) W. M. Burtner (cl)	P. S. Hotchkiss
	Sunday edition (S) 13,500	.06	.025							
	Republic (e) 7,016	.04	.025	(R) (AP, UP) (J) (101)	Republic Pub. Co. W.W. Robertson,Pres.	W. W. Robertson S. I. Anthon	Harry Sharpe (sp)	W. H. Robertson Murray Clark (cm)	Loren Rieman W. M. Burtner (cl)	P. S. Hotchkiss
	Combined daily (me) 14,399	.07	....							

WEST VIRGINIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BECKLEY 9,357 15,411 (ABC-city)	Post-Herald (m) 4,493x	....	....	(R)						
	Raleigh Register (e) 5,405x	....	....	(D) (AP) (J) (5¢-15¢w morn, 20¢w, evg., 65¢m, morn. 85¢m, evg.) (71)	Beckley Newspaper Corp. C. Hodel, Pub.-Pres.	Ted McDowell (m) A. S. Johnston (e)	Paul Feigley (sp-m) C. J. McQuade (sp-e) A. S. Johnston (Su)	Charles Hodel C. M. Johnston (bm) B. F. Stout (cm)	Dorsey E. Biggs Louise Zanella (cl)	R. L. Sadler
	Combined daily (me) 9,898x	.05	.04							
	Sunday edition (S) 10,005x	.05	.04							
BLUEFIELD 19,339 23,731 (ABC-city)	Telegraph (m) 12,055x	....	....	(R)						
	Sunset News (e) 1,461x	....	....	(D) (AP) (5¢-15¢w evg., 60¢m, evg.) (76)	Telegraph Ptg. Co. Inc. H. I. Shott, Pres.	H. I. Shott (m) H. Edw. Steele (e) H. I. Shott, Jr. (me)	C. J. Thompson (ce-m) H. E. Steele (ce-e) V. L. Currence(sp-m) Harry Ball (sp-e) H. I. Shott (Su)	H. I. Shott J. H. Shott & B. L. Early (bm) R. L. Longworth (cm)	C. S. Henderson (loc.) B. L. Early (n) C. S. Henderson (cl)	
	Combined daily (me) 13,516x	.07	.06							
	Sunday edition (S) 17,610x	.08	.06							
CHARLESTON 60,408	Gazette (m) 41,267x	.11	.107	(I-D) (AP, US) (†) (5¢-20¢w, 87¢m, $2.50) (37)	Daily Gazette Co. W. E. Chilton, Jr., Pres.	W. E. Chilton, Jr.	Harry L. Flournoy Frank Knight (sp)	Robert L. Smith A. H. Pruett, Jr. (cm)	H. E. Grace W. W. Shank (cl)	
	Sunday edition (S) 47,558x	.12	.19							
	Mail (e) 34,454x	.09	....	(I-R) (AP, UP) (86)	Walter E. Clark	Burke McClanahan	C. M. Lundry	Walter E. Clark J. E. Tower (bm) H. J. Carroll (cm)	J. E. Tower	P. J. Canova
	Sunday edition (S) 26,491x	.09	....							

(Continued on page 108)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WEST VIRGINIA (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLARKSBURG	Exponent									
28,866	(m) 12,582	....	....	(D)						
	Telegram									
	(e) 15,961	....	....	(R) (AP) (†) (41)	Clarksburg Pub. Co. Cecil B. Highland, Pres. W. Guy Tetrick, Pub.	H. G. Rhawn (m) W. M. Swiger (e)		W. Guy Tetrick W. W. Powell, Jr. (bm) H. E. Childs (cm-city) P. G. Lawson (cm-ctry)	Geo. R. Snyder (n)	
	Combined daily									
	(me) 29,783	.12	....							
	Sunday edition									
	(S) 30,447	.12	....							
ELKINS	Inter-Mountain									
7,345	(e) 4,300	.025	....	(R) (J) (41)	H. C. Ogden	R. G. Bush (me)		J. A. Wilverding (bm)	Jas. A. Wilverding	
FAIRMOUNT	Times									
25,300	(m) 4,483	....	....	(D)						
	West Virginian									
	(e) 5,272	....	....	(R) (AP, UP) (†) (41)	Fairmont Newspaper Pub. Co. H. C. Ogden, Pres.	L. G. Boggs (e)	Forrest B. Crane (e) John K. Hartley (sp-e) Larry G. Boggs (Su)	H. C. Ogden A. B. DeBrueque (bm-e) C. T. Bunner (cm-e)	A. Ray Mapel A. B. Dickerson (n) J. A. Haymond (cl)	E. J. Busam
	Combined daily									
	(me) 9,806	.065	....							
	Sunday edition									
	(S) 9,415	.065	....							
GRAFTON	Sentinel									
7,732	(e) 3,521	.03	.025	(R) (AP) (J) (3¢-70¢m, $1.50) (29)	Howard H. Holt	Howard H. Holt John S. Palmer	John S. Palmer Robt. Bunner (sp)	Howard H. Holt James F. Holt (bm) H. J. Gatrell (cm)	H. J. Gatrell James F. Holt (n)	W. E. Brown M. E. Brown (j)
HINTON	News									
6,652	(e) 2,111	.025	....	(R) (AP) (J) (3¢-18¢w, 72¢m, $1.67) (29)	H. C. Ogden	J. E. Faulconer (me)	Otto Reuter Henry Kinney (sp)	E. P. Martufi (cm)	L. W. Light	C. E. Hesse A. Callaham (j)
HUNTINGTON	Herald-Dispatch									
75,572	(m) 13,339x	....	....	(R)						
77,857 (ABC-city)	Advertiser									
	(e) 13,876x	....	....	(D) (AP) (5¢morn., 3¢evg., 10¢S, 20¢w, $3 morn., $2 evg., $5 S) (76)	Huntington Pub. Co. D. Gideon (Pub.-m) J. H. Long (Pub-e) L. T. Long (Pub.-S) J. H. Long, Pres.	Jim Clendennin (m) Clyde Wellman (e) H. R. Pinckard (Su) Wiatt Smith (me-m) Walter Long (me-m) H. R. Pinckard (me-S)	Eugene Brown (m) Wendell Reynolds (e) H. R. Pinckard (S) Carl Ridgeley (sp-m) Bill Bess (sp-e) D. Fruetel (sp-S) H. R. Pinckard (Su)	Luther T. Long J. C. Branthover (cm)	E. J. Lester	C. A. Baumgardner
	Combined daily									
	(me) 27,215x	.14	.08							
	Sunday edition									
	(S) 22,248x	.12	.06	(I)						
	News-Tribune									
	(S) 6,000	.06	....	(T) (†)	News Tribune Pub. Corp. J. P. Beacon, Pres.	J. Patrick Beacon Don Jenkins	R. L. Harmon	Don Jenkins (bm)	Carlos Harmon	
KEYSER	Mineral Daily News									
6,248	(e) 3,347	.025	.025	(I-D) (J) (2¢-12¢w, 40¢m., $1) (41)	W. H. Barger	W. H. Barger	John W. Barger	W. H. Barger (bm) Virginia Reese (cm)		
LOGAN	Banner									
4,396	(e) 2,200	.035	.029	(R) (AP) (J) (5¢-20¢w, 80¢m-$2.50) (82)	Clarence H. Frey	Tom Parker Junkin	J. K. Holliday (sp)	M. A. Mertz (bm) R. A. Browning (cm)	Opal Hamilton	C. J. Knapp C. H. Frey (j)
MARTINSBURG	Journal									
14,857	(m) 5,401	.035	.032	(I-R) (AP) (†) (J) (3¢-15¢w $1.66⅔) (29)	Journal Pub. Co. C. W. Morrison, Pub. H. C. Ogden, Pres.	G. C. McKown	G. C. McKown C. McK. Thompson (sp)	C. W. Morrison F. Townsend (bm) Lawrence Irvin (cm)	C. W. Morrison	C. W. Morrison P. W. Engle (j)
MORGANTOWN	Dominion-News									
16,186	(m) 6,113	....	....	(D)	Dominion-News Co. Walter L. Hart (Pub-m) H. C. Greer (Pub-e) W. L. Hart, Pres.	Walter L. Hart (m) Brooks Cottle (e) C. A. Keefer (me-m) Brooks Cottle (me-e)	David Jacobs (e) A. Skidmore (sp-m) Bill Parriott (sp-e)	R. S. Reid M. J. Murphy (cm)	Hays Worstall Harry Parrish (n) Louise Ford (cl)	F. L. Arold
	Post									
	(e) 6,077	....	....	(R) (AP) (3¢-15¢w, $2) (76)						
	Combined daily									
	(me) 12,190	.08	....							
MOUNDSVILLE	Echo									
14,411	(e) 4,267	.025	....	(I) (AP) (2¢-10¢w) (40)	Craig Shaw					
	Journal									
	(e) 5,173	.035	....	(R) (UP) (J) (82)	W. L. Mengert	W. L. Mengert		George W. Bardall		
PARKERSBURG	News									
29,623	(m) 5,704	....	....							
	Sentinel									
	(e) 11,836	....	....	(R)	Parkersburg Pub. Co. W. E. Ingersoll, Pres. H. C. Ogden, Pub-Pres.	Herbert Adams (m) John W. Fischer (e)	J. A. Park (m) Paul Handke (e) F. Fisher (sp-m) Francis Hile (sp-e) Herbert Adams (Su)	W. E. Ingersoll R. Startzman (cm)	G. H. Keenan John Keenan (cl)	F. I. Gates
	Combined daily									
	(me) 17,540	.07	.06	(D) (AP) (29)						
	Sunday edition									
	(S) 8,151	....	....							
	Evening & Sunday									
	(ES)	.07	....							
POINT PLEASANT	Register									
3,301	(e) 1,836	.035	.018	(I) (AP) (3¢-15¢w, 60¢m, $1.50) (82)	Register Co. H. C. Ogden, Pres.	W. Cleveland Bowie	W. Cleveland Bowie R. E. Blassing (sp)	W. Cleveland Bowie Anita Bowie (cm)	L. B. Hannaman	S. Dunlavy
SISTERSVILLE	Review									
3,072	(e) 904	.04	....	(R) (AP) (J) (82)	Oil Review Pub. Co. W. L. Sutton, Pres.	O. J. Hale		F. A. Young		R. F. Clegg
WEIRTON	Times									
19,230	(e) 3,709	.03	.028	(R) (UP) (2¢-12¢w, $1) (29)	Weirton P. & P. Co.		Paul Glover D. L. McFarland (sp)	E. L. Nelson	A. Robt. Kusniar	P. H. Decker
WELCH	News									
5,376	(e) 6,483	.035	....	(R) (AP) (J) (29)	Welch Pub. Co. H. C. Ogden, Pres. W. R. Keyser, Pub.	C. H. Harison		H. C. Stafford (bm) Odi Casali (cm)	Ralph Grimmett (n)	
WELLSBURG	Herald									
6,398	(e)	.02	....	(I) (UP) (41)	R. J. Smith, Pub.	R. J. Smith		William K. Davis		
WHEELING	Intelligencer									
61,659	(m) 13,144x	....	....							
	News-Register									
	(e) 17,332x	....	....	(R)	News Pub. Co. H. C. Ogden, Pres.	T. O'B. Flynn (m) Malcolm Brice (e)	Chas. E. Long (m) R. R. Rafferty (e) Thos. Hopkins (sp-m) J. Stewart (sp-e)	H. C. Ogden J. E. Kaiser (bm-m) L. E. Crow (bm-e) C. Long (cm)	L. E. Crow E. Fluharty (cl)	E. Sailer C. Strauss (j)
	Combined daily									
	(me) 30,476x	.12	....	(I) (AP, UP) (J) (3¢, 15¢w, 65¢m-$1.50) (29)						
	Sunday edition									
	(S) 21,870x	....	....							
	Morning & Sunday									
	(MS)	.12	....							
WILLIAMSON	News									
9,410	(e) 6,335	.035	.03	(I-D) (AP) (5¢-20¢w, 80¢m-$2) (29)	Daily News H. C. Ogden, Pres.	H. G. Clark Frank Tolbert	Frank Tolbert Howard Bennett (sp)	H. G. Clark R. D. Sparks (bm)	Bernard Payne	C. M. Irelon

WISCONSIN

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANTIGO	Journal									
8,610	(e) 4,675	.035	.03	(I-R) (AP) (J) (3¢ 15¢w, 55¢m-$2) (82)	Berner Bros. Pub. Co. Henry Berner, Pres.	Fred L. Berner Earle S. Holman	Linda Klessig Buster Snyder (sp)	Fred L. Berner Henry Berner (bm) Henry Berner, Jr. (cm)	Max Klessig R. Doblinsky (cl)	Otto Berner
APPLETON	Post-Crescent									
25,268	(e) 15,758	.06	.06	(I) (AP) (3¢-15¢w, 65¢m; $2) (none)	Post Pub. Co. A.B.Turnbull, Pres.	Victor I. Minahan John R. Riedl	Harold K. Derus Gordon MacIntyre (sp)	H. L. Davis Frank G. Leininger (cm)	Royall LaRose Glenn H. Arthur (n) S. B. Rindal (cl)	M. E. Cartier
ASHLAND	Press									
10,622	(e) 3,492	.04	....	(I) (AP) (J) (5¢-50¢m, $2.50) (71)	Joe M. Chapple & Co	John B. Chapple	John Hogan R. F. Merritt (sp)	Hildur C. Eckman Evelyn Strom (cm)	Hildur C. Eckman Evelyn Strom (cl)	A. C. Eckman
BARABOO	News-Republic									
5,545	(e) 3,570	.03	....	(I) (UP) (none)	News Pub. Co.	Harlan K. Pake M. C. Page	Irene Underkoffer	H. K. Page C. H. Wilcox (cm)	Harlan Page, Jr. H. K. Page (n)	
BEAVER DAM	Citizen									
9,867	(e)	.03	.025	(I) (UP) (3¢-12¢w, 48¢m) (43)	Citizen Pub. Co. E. E. Parker, Pres.	J. E. Helfert	T. J. Parker	H. H. Parker	A. Fischer	
BELOIT	News									
23,611	(e) 5,672	.06	.032	(R) (UP) (†) (J) (3¢-15¢w-$1.75) (61)	News Pub. Co. B. P. Eldred, Pres.	Mason H. Dobson	Robert T. Edwards John C. Clarke (sp)	R. F. Collins (bm) R. W. McKinney (cm)	P. J. Zeller G. T. Troon (n) Hugh Ralston (cl)	W. Pire
BERLIN	Journal									
4,106	(e) 1,302	.03	.022	(I) (UP) (3¢-15¢w) (82)	Berlin Journal Co. Albert Marshall, Jr., Pub.	Albert Marshall, Jr. Harold D. Smith		Albert Marshall, Jr.		H. J. Christensen

(*Continued on page* 109)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WISCONSIN (Continued)

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
CHIPPEWA FALLS 8,589	Herald-Telegram (e) 4,544	.04	....	(I) (AP) (J) (139-109)	Herald-Telegram Corp. Morgan Murphy, Pres.	W. H. Gharrity Chas. Hunter	C. D. Hunter	W. H. Gharrity H. Hanson (cm)	G. F. McGannon	
EAU CLAIRE 36,287	Leader (m) 9,573	....	....	(I) (AP) (3¢-15¢w, 65¢m) (86)	Eau Claire Pub. Co. P. C. Atkinson, Pres.	P. C. Atkinson	D. E. Whalen B. J. Nelson (sp)	N. B. Nelson F. Omodth (cm)	M. M. Kelly N. B. Nelson (n) K. Whelihan (cl)	A. Merten
	Telegram (e) 4,704	....	....							
	Combined daily (me) 14,277	.06	.038							
	Sunday edition (S) 9,646	....	....							
	Evening & Sunday (ES)	.06	.038							
FOND DU LAC 16,449	Commonwealth Reporter (e) 12,686	.06	.04	(I) (AP, UP) (mer) (†) (3¢-65¢m, $2) (135)	Reporter Ptg. Co. A. H. Lange, Pres.	Chas. F. Coffman	Will C. Hyde Don Hood (sp)	A. H. Lange Emery Martin (bm)	A. H. Schroeder Emery Martin (n) J. W. Augustin (cl)	A. C. Martin
GREEN BAY 37,415 (ABC City) 44,017	Press-Gazette (e) 18,901	.07	....	(I) (AP, UP) (†) (3¢-15¢w, 65¢m, $2) (none)	Green Bay Newspaper Co. V. I. Minahan, Pres.	V. I. Minahan R. A. Kennedy	Leo Gannon John Walter (sp)	A. B. Turnbull Jos. Horner, Jr. (bm)	E. J. Robinson J. Horner, Jr. (n) Edw. Lake (cl)	H. Smits E. Putney (j)
JANESVILLE 21,428	Gazette (e) 14,726	.06	.05	(I) (AP) (†) (3¢-15¢w, 65¢m, $1.50) (82-19a-13a)	Gazette Ptg. Co. H. H. Bliss, Pub.-Pres.	Stephen Bolles	George Kalvelage Geo. Raubacher (sp)	H. H. Bliss T. A. Birmingham (cm)	Jas. Warner (loc) Margaret Mooney (n) Viola Lipman (cl)	F. W. Beise
KENOSHA 32,262	News (e) 11,263	.06	....	(I) (AP, UP) (J) (3¢-16¢w, $2.25) (108)	News Pub. Co. R. S. Kingsley, Pres.	Ernest F. Marlatt R. S. Kingsley	J. W. Scattergood Eddie McKenna (sp)	R. S. Kingsley W. H. Schulte (cm)	H. R. Young C. E. Head (n) Ward Cropley (cl)	E. Smith
LA CROSSE 30,514	Tribune & Leader-Press (e) 12,919	.06	....	(I) (AP) (†) (3¢-10¢w, $1.50d., $3 S.) (108)	Tribune Co., Inc. E. P. Adler, Pres. F. H. Burgess, Pub.	Roy L. Bangsberg (me)	E. H. Hoffman J. E. Lienlokken (sp)	F. H. Burgess (bm) Edna M. Denney (cm)	Wm. T. Burgess Walter T. Roth (cl)	A. L. Schroeder
	Sunday Edition (S) 11,853	.06	....							
MADISON 57,899	Capital Times (e) 26,719x	....	....	(I) (AP) (mer) (†) 3¢-15¢w, 65¢m, $2 $3 S.; (108)	Capital Times Pub. Co. W. T. Evjue, Pres.	W. T. Evjue Dewey Dunn	G. Stephenson Henry Casserly (sp) Harry Sage (Su)	T. C. Bowden Harry L. Cowgill (cm)	L. E. Heindel H. A. Johnson (n) Chris. Ahlrich (cl)	F. B. Schillinger
	Sunday edition (S) 25,682x	....	....							
	Wisconsin State Journal (e) 24,060x	....	....	(I) (UP) (mer) (†) (3¢-15¢w, 65¢m, $1.50) (108)	Wis. State Journal Co. A. M. Brayton, Pub. E. P. Adler, Pres.	A. M. Brayton D. D. Mich	Roy L. Matson H. S. McCormick (sp)	Don Anderson (bm) J. M. Canny (cm)	E. J. Usher A. C. Nequette (n) P. A. Cary (cl)	A. C. Peggenmiller
	Sunday edition (S) 23,286x	....	....							
	Combined daily (e) 50,779x	.16	....							
	Combined Sunday (S) 48,968x	.16	....							
MANITOWOC 22,973	Herald-Times (e) 16,306	.06	....	(I) (AP) (3¢-15¢w, 65¢m) (82)	Manitowoc Newspapers, Inc. Morgan Murphy, Pres.	R. T. Bayne	Geo. MacFarlane Harry Chandler (sp)	Wm. F. Ohde Virginia E. Pelisek (cm)	Jos. Logan Alan M. Ohde (n) Kurt Mueller (cl)	E. H. Kruck
MARINETTE 13,734	Eagle-Star (e) 5,425	.04	.035	(I-R) (AP) (†) (J) (5¢-20¢w) (41)	Eagle Ptg. Co. Frank E. Noyes, Pub.	Frank E. Noyes E. W. LeRoy	Richard Wilson Roy Larson (sp)	Frank E. Noyes W. R. Schaefer (cm)	Elmer C. Tryon Arthur Hanson (cl)	H. C. Hanson
MARSHFIELD 4,778	News-Herald (e) 6,121	.045	.035	(I) (AP) (†) (5¢-15¢w) (82)	News Pub. Co. Howard A. Quirt, Pres.	Howard A. Quirt	J. Parr Godfrey Louis Schmoll (sp)	Howard A. Quirt (bm) Joseph Kramer (cm)	Hiegel Mayer L. Schreiber (cl)	M. Berg
MENASHA 9,062	Record (e)	.011	....	(I) (none)	Ira H. Clough			Ira H. Clough J. M. Clough (cm)		C. W. Walter
MERRILL 8,658	Herald (e) 4,310	.029	.031	(I) (UP) (†) (J) (5¢-15¢w) (82)	Merrill Pub. Co. W. B. Chilsen, Pub.	W. B. Chilsen	C. O. Foster C. McLoed (sp)	Joe A. Chilsen O. F. Nienow (cm)	M. N. Taylor A. Hanson (n)	F. Daniek
MILWAUKEE 578,249 (ABC City) 660,434	Journal (e) 169,921	.35	....	(I) (AP, UP, CDN, NYT, NANA) (*S) (†) (J) (3¢, 10¢S-12¢w-$2 (113)	Journal Co. Harry J. Grant, Pub.	Marvin Creager (me)	T. Murray Reed R. G. Lynch (sp) C. F. Butcher (Su)	Harry J. Grant L. L. Bowyer (bm) W. H. Coffin (cm)	Irwin Maier A. F. Hall (n) R. K. F. Drew (cl)	J. Keating
	Sunday edition (S) 195,542	.41	....							
	Leader (e) 49,749	.12	....	(S-L) (UP) (†) (J) (3¢-15¢w, 65¢m) (54)	Social Democratic Pub. Co. Ben Scherer, Pres.	Leo Wolfsohn (me)	Frank Haggerty Ben E. Smith (sp)	Elmer A. Krahn (bm) Arthur E. Papke (cm)	Almer A. Krahn H. G. Hellerman (cl)	Theo. Sweers P. Schmidt (j)
	Sentinel (m) 106,565	.20	....	(I-R) (AP, US) (†) (3¢d, 10¢S, 28¢w) (14)	Sentinel Co. Paul Block, Pres.-Pub.	Jules Liebman Paul A. Holmes, Exec. ed.	James Colby Roland McIntyre (sp) Gordon Smith (Su)	Jules Liebman Geo. B. Moffett (cm).	A. R. Bower H. F. Van Horn (n) Geo. L. Lasker (cl)	Fred Winsch
	Sunday edition (S) 178,574	.25	....							
	Wisconsin News (e) 99,698	.22	.12	(I) (AP, INS, US) (†) (3¢-15¢w-$2) (65)	Evg. Wisconsin Co. W. R. Hearst, Pres.-Pub.	E. R. Mahoney (me).	Herman Ewald Howard Purser (sp)	John H. Black H. M. VanDusen (cm)	Benn Kinovsky Milton Werner (cl)	F. Winch
MONROE 5,015	Times (3) 3,189	.035	.025	(R) (AP) (J) (3¢-65¢m) (2)	Evg. Times Co. Emery A. Odell, Pres.-Pub.	Harry B. Lyford Emery A. Odell	Harry B. Lyford	Emery A. Odell Chas. B. Thatcher (cm)	H. O. Tschudy L. M. Conrad (n) R. Altman (cl)	G. Schub F. T. Odell (j)
NEENAH 9,151	News-Times (e) 2,205	.021	.025	(R) (UP) (2¢-12¢w, 50¢m-$1) (26)	News Pub. Co. Anna E. Sparks, Pres.	Clara A. Bloom	John A. Studley	Clara A. Bloom (bm). Wilbur Sparks (cm)	Wilbur Sparks	J. F. Zylkowski
OSHKOSH 40,108	Northwestern (e) 14,017	.06	....	(R) (AP, UP) (†) (2¢-12¢w, 50¢m, $1.25, (135)	Hicks Ptg. Co. O. J. Hardy, Pub.	L. H. Torreyson L. K. Bronson	Aaron Mace	O. J. Hardy Fred R. Wiese (bm) C. A. Thomas (cm)		
PORTAGE 5,308	Register-Democrat (e)	.035	....	(R) (J) (82)	Wisc. State Register Co. A. A. Porter, Pres.	A. A. Porter	R. A. Porter	A. A. Porter (bm) R. A. Porter (cm)	R. A. Porter	
RACINE 67,330	Journal-Times (e) 16,458	.09	.071	(R) (AP, UP, INS) (†) (3¢-75¢m $1.50, $1.50) (2)	Journal Times Co. F. R. Starbuck Pub.-Pres.	F. R. Starbuck Frank Lovell	Wash Cain Keith Brehm (sp) Frank Lovell (Su)	H. S. Mann H. T. Larsen (cm)	H. R. LaPoidevin H. S. Mann (n) Geo. Westrich (cl)	T. Jude
RHINELANDER 6,019	News (e) 2,473	.03	....	(I) (AP) (5¢-15¢w, 65¢m, $2) (82)	Rhinelander Pub. Co. F. J. Russell, Pres.	Clifford G. Ferris Jack Cory	Jack Cory George Craig (sp)	Clifford G. Ferris George Craig (cm)	W. H. Yankee Myrtle Borchardt (cl)	J. Johnson
SHAWANO 4,158	Leader (e) 4,026	.035	....	(I) (UP) (J) (3¢-10¢w-$1.27, $1.27) (17)	Leader Pub. Co. Byron F. Heal, Pub.	Byron F. Heal Charlotte McIntrye	Hank Sperberg (sp)	Byron F. Heal Burton Smith (cm)	Wallace C. Liberty	G. Frank B. F. Heal (j)
SHEBOYGAN 30,351	Press (e) 17,006	.07	.07	(D) (AP, UP) (†) (J) (3¢-15¢w, 60¢m, $1.75, (135)	C. E. Broughton	C. E. Broughton	W. J. Pfister Richard Jarvis (sp)	C. E. Broughton H. H. Born (bm) O. Stielow (cm)	A. C. Van DaRepe Robt. F. Timm (n) Elwin Rich (cl)	G. Brand C. Born (j)
STEVENS POINT 13,623	Journal (e) 7,177	.045	....	(I) (UP) (J) (3¢-15¢w) (82)	Journal Ptg. Co. F. W. Leahy, Pres.	Guy W. Rogers	James W. Hull Francis Strand (sp)	Frank W. Leahy Waldon C. Leahy (cm)	Allan F. Leahy Hadrian Manske (cl)	Geo. Butler G. G. Cashin (j)
STOUGHTON 4,607	Courier-Hub (e)	.035	....	(I-R) (UP) (mer) (†) (82)	Courier-Hub Pub. Co. H. W. Quirt, Pub.	H. W. Quirt Claire Onagard	C. Onagard C. Hippenmeyer (sp)	H. W. Quirt S. Klaboe (cm)	Fred LaLeike Esther Keena (n)	
SUPERIOR 36,112	Telegram (e) 20,885	.08	.056	(I-R) (AP, UP) (†) (J) (3¢-15¢w, 65¢m, $1.75) (21)	Evening Telegram Co. Morgan Murphy, Pres.	Gordon MacQuarrie	John Conners (sp)	Clough Gates Paul Skamser (bm) A. L. Leary (cm)	Lee Phillips	W. T. Olson A. C. Solin (j)

(*Continued on page* 110)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WISCONSIN (Continued)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TWO RIVERS.... 10,083	Reporter (e)	3,114	.35	.025	(I) (AP) (3¢-12¢w, 50¢m, $1.50) (17)	Two Rivers Reporter, Inc. Mark R. Byers, Pub.-Morgan Murphy, Pres.	Mark R. Byers.....	Geo. C. Flowers..... Paul Freyl (sp).....	Mark R. Byers.	Mark R. Byers (n)...	R. Scherer
WATERTOWN.... 10,613	Times (e)	5,091	.035	....	(I) (UP) (J) (43)...	Times Pub. Co..... John D. Clifford, Pub.	John D. Clifford.....	.....	S. J. Friedman (bm).	S. J. Friedman.....	.....
WAUKESHA..... 17,176	Freeman (e)	4,089	.035	.03	(I-R) (UP) (J) (3¢-50¢m, $2) (82)	Freeman Ptg. Co..... Henry A. Youmans, Pres.	Henry A. Youmans..	Gilbert H. Koenig... Fred A. Haeuser (sp)	W. R. Jaeger..... W. E. Edwards (cm)	A. M. Bearder..... Charlotte Seybold (cl)	H. A. Smith W. R. Jaeger (j)
WAUSAU..... 23,758	Record-Herald (e)	9,479	.05	.05	(I) (AP) (†) (J) (3¢-15¢w, 65¢m, $1.50) (119)	Record-Herald Co... J. L. Sturtevant, Pub.-Pres.	J. G. Sanders.....	E. D. Underwood.... D. Christenson (sp)	J. L. Sturtevant..... J. C. Sturtevant (bm) M. A. Nelson (cm)	R. D. Sanche..... C. R. Smith (cl)	E. N. Peterson G. H. Hellhake (j)
WISCONSIN RAPIDS 8,726	Tribune (e)	6,481	.045	.03	(I) (AP) (mer) (†) (5¢-15¢m, $2.50) (none)	Wisc. Rapids Tribune Co., Inc. Wm. F. Huffman, Pres.	Wm. H. Huffman... C. E. Otto	H. R. Fey..... Fred Strenge (sp)	Wm F. Huffman.... H. E. Peters (bm) Fred Sowaska (cm)	G. F. Frechette..... Elizabeth Maier (cl)	R. Kruger

WYOMING

City Population	Name of Newspaper Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
CASPER..... 16,619	Tribune-Herald (e)	7,527	.06	.05	(I) (AP) (†) (5¢-15¢w, 65¢m, $2.50) (61)	Natrona Co. Tribune. J. E. Hanway, Pres.	J. E. Hanway..... R. E. Evans	E. P. Martin..... Jack Sellers (sp)	E. E. Hanway..... John Cunningham (cm)	W. E. Bryan..... Myrtle Keene (n) Jack Caldwell (cl)	G. Peek
	Sunday edition (S)	7,634	.06	.05							
CHEYENNE..... 17,361 21,150 (ABC City)	Wyoming Eagle (m)	4,614	.05	....	(D) (UP) (119)....	Tracy S. McCraken..	Tracy S. McCraken..	.....	Charles Crone (cm)..	O. B. Koerfer (n)....	.....
	Wyo. State Tribune-Leader (e)	8,767	.06	.045	(R) (AP) (mer) (5¢-15¢w, $2.50) (76)	Tribune Pub. Co..... W. C. Deming, Pres.	John C. Thompson..	Chester Letts.....	A. Boon McCallum	A. Boon McCallum..	.....
GILLETTE..... 1,340	American (m)	1,816	....	....	(I) (AP) (J) (5¢) (26)	Harmon C. Rice.....	Harmon C. Rice..... Mary A. Rice	Lucille George..... Wm. Carroll (sp)	Harmon C. Rice..... Mary A. Rice (bm) Paul R. Meyer (cm)	Richard Meyer..... Paul R. Meyer (n) Paul Holsinger (cl)	H. Tinnel
	Journal (e)	1,842	....	....							
	Combined daily (me)	3,658	.03	....							
	News-Record (m)	1,360	.03	....	(I) (UP) (J) (3¢-25¢m-$1.50) (none)	Greenbaum & McCracken	C. Stanley Greenbaum	C. Stanley Greenbaum Byron Withers (sp)	C. Stanley Greenbaum Helen Macy (cm)	C. Stanley Greenbaum	.....
LANDER..... 1,826	Post (e)	2,391	.025	....	(I) (AP) (J) (none)	George R. Adams....	George R. Adams....	.....	Harland Bates (cm)..	.....	.....
LARAMIE..... 8,609	Republican & Boomerang (e)	2,391	.03	....	(I) (AP) (none).....	Republican Pub. Co.	.....	.....	J. B. Isberg (cm)....	J. B. Isberg.....	.....
NEWCASTLE..... 1,201	News-Letter (m)	1,248	.03	....	(I) (UP) (J) (3¢-35¢m-$1.50) (none)	News-Letter Pub. Co.	D. G. Richardson....	Layle Nelson.....	D. G. Richardson.... Zoe Musser (cm)	D. G. Richardson.... Zoe Musser (cl)	R. Pray
SHERIDAN..... 8,536	Press (e)	5,459	.05	.04	(I) (AP, UP) (5¢-15¢w, 65¢m-$2) (119)	Sheridan Press, Inc.. D. P. B. Marshall, Pres.	L. L. MacBride.....	Donald G. Kovacic..	L. L. McBride (bm) Mary Heldt (cm)	Ralph Blackledge....	L. F. Jezewski
	Sunday edition (S)	5,659	.05	.04							

ALASKA

City Population	Name of Newspaper Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
ANCHORAGE.... 2,777	Times (e)	800	.025	....	(I) (AP) (J) (10¢-30¢w, $1.25m, $5) (none)	Times Pub. Co..... I. Bayles, Pres.	Robert B. Atwood...	.....	V. Deigh.....	.....	Roy Lee
CORDOVA..... 980 1,347 (City zone)	Times (e)	720	.021	....	(I-R) (AP) (J) (10¢, $1m) (none)	H. G. Steel.....	H. G. Steel.....	Norman C. Brown... Cecil Minaker (sp)	Geo. Dooley (cm)....	.....	E. Pettijohn
FAIRBANKS..... 2,101	News-Miner (e)	.....	.036	....	(AP) (J) (none)....	Tanana Pub. Co. Inc. A. E. Lathrop, Pres.	Bernard M. Stone....	D. Tewkesbury..... W.F.Thompson(sp.)	Bernard M. Stone....	C. R. Settlemier(act.)	.....
JUNEAU..... 4,043	Empire (e)	2,806	.04	....	(I) (AP) (†) (J) (none)	Empire Ptg. Co Inc.. Robt. W. Bender, Pub.-Pres.	Robt. W. Bender....	.....	Robt. W. Bender.... G. V. Goss (bm) Alfred Zenger (cm)	G. V. Goss.....	.....
	Press (e) (new daily)		.04	.025	(R) (UP) (J) (5¢-60¢m,$2.50)(3-60)	Capitol Pub. Co. Inc. E. S. Evans	Sherwood Wirt.....	.....	E. S. Evans..... P. Jern Berg (cm)	K. C. Kerstetter.....	R. L. Bernard
KETCHIKAN..... 3,796	Alaska Chronicle (e)	1,225	.036	.018	(I) (AP) (†) (J) (5¢-25¢w, $1m, $2.50) (60)	Journal Ptg. Co..... W. C. Arnold, Pres.	Roy Anderson..... Gene Brice	John Weise..... Gene Brice (Su)	Roy Anderson..... L. Fred Paul (cm)	Lewis Allen.....	R. R. Spaeth
	Sunday edition (S)	1,140	.036	.018							
SEWARD..... 835	Gateway (e)	.....	.025	....	(I) (AP) (3).....	T. J. Gilroy.....	.....	.....	T. J. Gilroy.....	.....	.....
	Sunday edition (S)	.....	.025	....							

PHILIPPINE ISLANDS

City Population	Name of Newspaper Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
MANILA..... 300,000	Bulletin (m)	.....	.045	....	(I) (AP, UP, CT) (†) (101)	Carson Taylor.....	Carson Taylor.....	.....	Carson Taylor.....	.....	.....
	Herald (e)	.....	.0525	....	(I) (UP) (none).....	Peoples Press, Inc.... Carlos D. Romulo, Pub.	Vincentes A. Pacis... Mauro Pacis	V.A. Pacis.....	Carlos P. Romulo.... Modesto Farolan (bm)	I Reyes.....	.....
	El Debate (Spanish) (m)	21,701	.0525	....	(I) (UP) (116a).....	Carlos P. Romulo....	Ramon Torres.....	.....	Modesto Farolan (bm)	.....	.....
	Sunday edition (S)	21,701	.0525	....							
	Mabuhay (Spanish) (m)	19,273	.045	....	(I) (UP) (116a).....	Carlos P. Romulo....	Lope K. Santos.....	.....	Modesto Farolan (bm)	.....	.....
	Sunday edition (S)	19,273	.045	....							

PUERTO RICO

City Population	Name of Newspaper Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mech. Supt.
SAN JUAN..... 114,115 1,543,910 (Island population, 1930)	La Correspondencia de Puerto Rica (e)	.....	.07	.07	(I) (J) (US7).....	F. M. Zeno.....	F. M. Zeno.....	F. M. Zeno.....	F. M. Zeno..... R. T. Vidal (bm) I. M. Denis (cm)	Sofia Lopez.....	E. Dias S. Lozes (j)
	La Democracia (e)	.....	....	....	.....	La Democracia Inc...	.....	.....	.....	.....	.....
	El Imparcial (m)	22,321	.025	.018	(I) (AP) (3¢-$2) (US4)	Prensa Insular de Purto Rica Inc. Antonio Ayuso, Pub.-Pres	Antonio Ayuso..... Sergio Romanacce	Sergio Romanacce... Julio Francis (sp)	Antonio Ayuso..... Felipe Garcia (bm) R. Gonzalez Ruis (cm)	Pedro A. Marrero.... Lydia Cintron (n) Carmen Roman (cl)	F. Montanes
	El Mundo (m)	27,637*	.037	.037	(I) (UP) (*8) (3¢-23¢w, $2) (US1)	Puerto Rica Illustrado, Inc. Romualdo Real, Pres.	Jose Coll Vidal..... Pablo V. Badillo	Luis Pechani..... Emilo E. Huyke (sp)	A. Ramos..... Manuel Valencia(bm)	Augusto Bird..... G. Mercado (cl)	V. Sanabria

*C.P.A. Audit for four months ending April 1935. (Note: For Special Representatives' addresses see first page International Section.)

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES

ALBERTA

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CALGARY.....	Albertan (m)	8,742x	.07	....	(I-L) (CanP) (J) (5¢) (86-C5)	Albertan Pub. Co., Ltd. G. M. Bell, Pres.	J. McCook..... A. C. Ballantine	.....	G. E. Leighton..... G. M. Cameron (cm)	W. A. Anderson.....	L. S. Walker
	Herald (e)	29,416x	.11	....	(I) (AP, UP, CanP, BUP, INS, NANA) (5¢-25¢w, $3) (39-C27-E2)	Calgary Herald, Ltd.. J. H. Woods, Pres	C. H. Stout (news)...	D. A. McCannel..... R. B. Wilson (sp)	O. L. Spencer, v.-p... A. J. Hilliker (cm)	H. H. Newcombe.... F. E. Marshall (cl)	F. Milne
EDMONTON.....	Bulletin (e)	22,141x	.07	.051	(I) (CanP) (J) (5¢-15¢w) (86-C4-C5)	Alberta Free Press, Ltd. C. E. Campbell, Pres.	John Howey..... Wm. de Graves	Reg. Hammong..... Wm. Lewis (sp)	Robt. J. Robb (bm).. H. L. Watson (cm)	H. J. Bird..... R. J. Robb (n) R. MacLaughlin (cl)	Marsh Hodgins T. Stanford (j)
	Journal (e)	36,265x	.11	....	(I) (CanP, NANA) (†) (5¢-15¢w, $2.50) (39-C27-E2)	Edmonton Journal, Ltd. John M. Imrie, VP & Man. Dir.	A. B. Watt..... Frazier Gerrie (news)	D. MacDougall..... Geo. McIntosh (sp)	Horace Campbell (cm)	Geo. B. Cooper..... Richard Horn (cl)	Wm. Marshall
LETHBRIDGE....	Herald (e)	6,941x	.04	....	(I-L) (CanP) (J) (5¢-25¢w, $2.50) (39)	Herald Ptg. Co., Ltd. W. A. Buchanan, Pres.	W. A. Buchanan..... H. G. Long	C. F. Steele..... J. S. Rivers (sp)	W. A. Buchanan..... John Torrance (bm) S. A. Buchanan (cm)	John Torrance..... R. D. McQueen (cl)	S. N. Trew Thos. Evans (j)
MEDICINE HAT.	News (e)	1,565	.02	.02	(L) (CnP) (†) (J) (5¢-25¢w, $3) (none)	Medicine Hat News, Ltd. L. N. Laidlaw, Pres.	A. J. N. Terrill.....	T. A. Maxwell..... Geo. Milburn (sp)	A. J. N. Terrill..... T. R. Osborne (bm) R. J. Worth (cm)	T. R. Osborne..... R. J. Worth (cl)	E. McB. Forbes

BRITISH COLUMBIA

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NANAIMO.....	Free Press (e)	2,531	.02	....	(I) (CanP) (J) (none)	Nanaimo Free Press.	B. H. E. Goult.....	B. H. E. Goult.....	E. R. Norris..... G. Summerfield (cm)	Geo. Summerfield.... E. R. Norris (n)	.....
	Herald (m)	2,500	.02	.02	(I) (CanP) (J) (5¢-50¢m, $2.50) (C27a)	Herald P. & P. Co., Ltd. R. R. Hindmarch, Pub.	Buss McKenzie..... R. R. Hindmarch	Buss McKenzie.....	Gladys Hindmarch... J. G. Hindmarch (cm)	Gladys Hindmarch...	J. B. Paul W. Richardson (j)
	Sunday edition (S)	2,600	.02	.02							
NELSON.....	News (m)	5,010	.03	.03	(I) (CanP) (J) (5¢-25¢w, $1.10m-$2.50) (C27a)	News Pub. Co., Ltd.. F. F. Payne, Pres.-Pub.	F. F. Payne..... J. B. Curran	J. B. Curran..... W. W. Wait (sp)	F. F. Payne..... E. S. Planta (bm) C. W. Ramsden (cm)	J. B. Stark..... E. S. Planta (n) J. Robertson (cl)	D. A. Darough N. L. Ball (j)
NEW WESTMINSTER.	British Columbian (e)	4,221	.04	.036	(C) (UP) (†) (J) (5¢,-$3) (26-148)	Hon. J. D. Taylor, Pres.	C. D. Taylor..... J. D. Taylor	D. F. Marshall..... W. C. Doherty (sp)	J. D. Taylor..... I. G. MacFarlane (bm) N. H. Gore (cm)	F. H. Cunningham.. I. G. MacFarlane (n) P. Malcolm (cl)	I. G. MacFarlane (j)
PRINCE RUPERT	Empire (e)	.....	.025	....	(I) (none).....	S. M. Newton.....	.....	.....	.....	.....	.....
	News (e)	1,491	.03	....	(I) (CanP) (5¢, $1) (117-32, C29-C4)	Daily News, Ltd..... H. F. Pullen, Pres.	H. F. Pullen (me)....	G. A. Hunter.....	H. F. Pullen..... C. M. Irvine (cm)	.....	H. G. Kennedy
TRAIL.....	Times (e)	1,611	.025	.025	(I) (CanP) (J) (5¢-15¢w, 65¢m, $2.50) (none)	W. A. Curran.....	W. A. Curran.....	Gordon Kelly.....	W. A. Curran..... T. Pearson (cm)	E. A. Temple..... T. Pearson (cl)	M. R. Cumming E. A. Temple
VANCOUVER.....	News-Herald (m)	16,243	.065	.06	(I) (UP) (3¢, 45¢m, $1.50) (C29)	Roy H. Robichaud..	J. N. Kelly.....	G. Bruce..... H. Kosheday (sp)	R. H. Robichaud.... H. A. Bell (bm) H. E. Bendickson (cm)	J. E. Currie..... B. Mason (cl)	D. Duguid
	Province (e)	81,235	.16	....	(I) (CanP), BUP, CT) (†) (3¢d, 10¢ Sat., 60¢m, $2) (39-C27)	Vancouver Province, Ltd. F. J. Burd, Pres. M. E. Nichols, Pub.	Roy W. Brown.....	.....	John Russell (bm)... F. E. Henderson (cm)	W. A. Green.....	.....
	Sun (e)	67,569	.15	.105	(I-L) (AP, CanP) (†) (mer) (J) (3¢d, 10¢ Sat, 15¢w, 60¢m, $2d, $7.50 Sat) (121-144-12-C21)	Robert J. Cromie....	Herbert Sallans (me).	H. A. Stein..... Jack Patterson (sp).. Stan Beck (Su)	F. J. Salter (bm).... H. F. Gates (cm)	G. A. Cran..... A. H. Middleton (n) H. E. Richardson (cl)	S. J. Humphrey (j)
VICTORIA.....	Colonist (m)	10,347	.065	.06	(C) (AP, CanP, NANA) (J) (5¢-$1m, $2.50) (143-C22)	Colonist P. & P. Co..	C. Swayne..... B. A. McKelvie	H. B. McDonald.... J. Delahunty (sp)	J. L. Tait..... H. Hawkins (cm)	A. T. Stewart.....	H. Buckle E. A. Gallop (j)
	Sunday edition (S)	14,056	.065	.06							
	Times (e)	10,501	.06	.06	(L) (CanP) (5¢,-$2.50) (39)	Times P. & P. Co., Ltd. J. W. Spencer, Pres.	B. C. Nicholas.....	A. H. Wills..... L. M. Galloway (sp)	W. B. Monteith..... R. G. Thomson (bm) A. Jones (cm)	W. A. Patterson.....	.....
	Saturday edition (Sat)	12,559	.06	.06							

MANITOBA

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRANDON.....	Sun (e)	4,438	.025	.025	(C) (CanP) (J) (5¢) (C5) (none)	Sun Pub. Co., Ltd... J. B. Whitehead, Pres.	Wm. Noakes.....	H. L. Crawford (Sp).	J. B. Whitehead..... E. C. Whitehead (cm)	L. N. Smith.....	Geo. Fletcher (j)
PORTAGE LA PRAIRIE.....	Graphic (e)	1,350	.015	....	(I) (J) (5¢) (none)..	N. S. Smith.....	N. S. Smith.....	.....	Maude Hawley-Smith	Maude Hawley-Smith	N. S. Smith (j)
THE PAS.....	Northern Mail (e)	.....	.03	....	(I) (CanP) (J) (86)..	Northern Mail, Ltd.. G. M. Bell, Pres.	P. C. Galbraith.....	.....	P. C. Galbraith..... T. O. S. Thorsteinson (cm)	W. H. Roper.....	R. McKay
WINNIPEG.....	Free Press (m)	17,489	....	....	(I-L) (AP, CanP, BUP) (5¢d, 10¢ Sat, 25¢w, $3.15) (39-C11-C26)	Winnipeg Free Press Co., Ltd. J. W. Dafoe, Pres.	J. W. Dafoe..... G. V. Ferguson	A. E. H. Coo..... W. G. Allen (sp) F. H. Williams (Su)	W. V. Sifton..... J. F. Sweeney, Asst. GM. J. D. Cameron (cm)	F. D. Galbraith..... G. A. Titus (cl)	J. R. Owen
(City Zone)	Free Press (e)	43,069	....	....							
	Combined daily (me)	60,558	.16	.14							
	Tribune (e)	33,336	.11	....	(I) (CanP, NANA) (5¢d, 10cSat, 25¢w, $1.08m, $3d, $5Sat) (143-C27)	Tribune Newspaper Co., Ltd. F. N. Southam, Pres. Roy W. Brown, V.P.	W. L. MacTavish, V.P. F. J. O'Malley, Exec..	Allan H. Bill (news). J. Buss (sp) C. V. Combe (Su)	W. McCurdy, VP & Man. Dir. C. R. Hudson (cm)	A. W. Moscarella.... A. H. Allardyce (n) R. Dawkins (cl)	James Birkett

NEW BRUNSWICK

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FREDERICTON..	Gleaner (e)	.....	.026	....	(C) (none).....	Gleaner, Ltd.....	.....	.....	.....	.....	.....
	Mail (e)	.....	.18	....	(I) (BUP) (J) (2¢) (none)	Mail Pub. Co.....	J. L. Neville.....	Harry Garvie.....	Margaret Seely (bm). D. G. Pickard (cm)	David G. Pickard... Margaret Seely (n)	Frank Van Stone
MONCTON.....	Times (m)	6,054	.025	.025	(L-C) (CanP) (J) (3¢-15¢w, 60¢m, $2) (none)	Times Ptg. Co..... F. R. Sumner, Pres..	Geo. W. Maddison... J. C. Keating	D. W. Grieg..... C. G. Ganona (sp)	J. C. Keating (bm)..	J. C. Keating..... I. E. Snowden (n)	C. G. Wilson Harry O'Neil (j) E. McLean (cl)
	Transcript (e)	6,904	.025	....	(I-L) (AP, CanP) (J) (3¢-18¢w) (none)	Moncton Transcript, Ltd. O. L. Barbour, Pres.	O. L. Barbour..... B. S. Robb	A. Hicks..... Wm. Hutchinson (sp)	W. G. Ayer..... J. Cook (cm)	E. Belliveau..... E. MacWilliam (n)	T. Parker
ST. JOHN.....	Telegraph-Journal (m)	17,385	....	....	(I) (AP, BUP, CanP, INS) (3¢-18¢w, $2) (32-117)	New Brunswick Pub. Co., Ltd. J. D. McKenna, Pres.	F. X. Jennings..... D. B. Rogers	J. L. McKenna (m).. C. W. Gilchrist (e) H. Osborne (sp)	T. F. Drummie..... L. W. Bewick (bm) P. H. Butler (cm)	P. H. Butler..... L. W. Bewick (n)	W. E. Swin
(City Zone)	Times-Globe (e)	14,466	....	....	(I) (AP, BUP, CanP, INS) (2¢d, 3¢ Sat, 13¢w, $1.25d, $2 Sat) (32-117)						
	Combined daily (me)	31,851	.12	.12							

(*Continued on page* 112)

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

NOVA SCOTIA

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mach. Supt. Job Supt.
AMHERST 7,450	News (e)	1,380	.014	.015	(C) (BUP) (J) (3¢-12¢w) (none)	News-Sentinel, Ltd. Hon. Percy C. Black, M.P., Pres.	N. S. Sanford	R. M. Ross N. M. Sorge (sp)	R. M. Ross D. McPherson (cm)	E. Strang (cl)	L. Bell Gerald Blair (j)
GLACE BAY 21,000	Gazette (e)	6,654	.03	.03	(I) (CanP) (3¢-18¢w, 72¢m) (32)	Gazette Pub. Co., Ltd. A. D. Macneill, Pub.	Joseph McDonald A. D. Macneill	C. C. Ogilvie C. Demont (sp)	A. D. Macneill M. Macneill (cm)	C. E. Purdy M. Macneill (cl)	J. A. McEachen
HALIFAX 59,275	Chronicle (m)	13,752	....	....	(L) (AP, CanP) (†) (3¢) (66-C4-C25)	Chronicle Co., Ltd.	G. W. Farquhar		J. R. McLeod Graham McLeod (cm)	Graham McLeod	
	Star (e)	16,222	....	....	(L) (AP, CanP) (†) (2¢) (66-C4-C25)						
	Combined daily (me)	30,004	.11	....							
	Herald (m)	30,428	....	....	(I-C) (AP, CanP, NYHT) (3¢-18¢w, 75¢m, $2.25) (44-C-22)	Halifax Herald, Ltd. W. H. Dennis, Pres.	E. E. Kelley R. J. Rankin	C. R. McElhiney (m) E. G. L. Wetmore (e). Alex Nickerson (sp)	Andrew W. Robb G. H. Gillis (cm)	M. Livingston A. W. Robb (n) W. H. Whitten (cl)	P. Doherty
	Mail (e)	27,295	....	....							
	Combined daily (me)	57,723	.15	....							
NEW GLASGOW 8,858	News (e)	2,379	.02	.018	(C) (CanP) (J) (3¢-18¢w-$2) (none)	Scotia Printers, Ltd. J. W. H. Sutherland, Pres.	J. W. H. Sutherland	George MacKay (sp).	J. W. H. Sutherland James Tibbetts (cm)	Warren Flockhart	F. S. Moore D. C. Ross (j)
SYDNEY 23,089	Post-Record (e)	9,890	.05	....	(I) (CanP) (5¢-18¢w-$3.50) (68-117)	Post Pub. Co., Ltd. Hon. J. S. McLennan	Roy D. Duchemin H. P. Duchemin, K.C.	Roy D. Duchemin R. Urquhart (sp)	Clifford LeCouteur (bm) Roy Harris (cm)	R. E. Bartlett C. LeCouteur (n)	J. C. Gavell
TRURO 7,901	News (e)	1,074	.01	....	(I) (CanP) (J) (3¢-$2) (none)	News Pub. Co., Ltd. A. R. Coffin, Pub.	G. E. Herman	G. E. Herman	A. R. Coffin	A. R. Coffin	A. W. Doane R. L. Parks (j)

ONTARIO

City Population	Name of Newspaper Circulation		Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mach. Supt.
BELLEVILLE 14,411	Ontario Intelligencer (e)	6,251	.03	.03	(I) (CanP) (J) (2¢-15¢w, 60¢m-$1.50) (none)	W. H. Morton	F. W. Rathman	C. D. Tice K. J. Colling (sp)	W. H. Morton R. E. Fox (cm)	A. G. Davie M. Cannon (n) B. Ashley (cl)	Jas. Cordes
BRANTFORD 30,107	Expositor (e)	12,482	.05	....	(I) (CanP) (†) (3¢) (none)	Preston & Sons, Ltd. W. B. Preston, Pres.			W. B. Preston, Man. Dir.	J. H. Johnson	
BROCKVILLE 9,736	Recorder & Times (e)	4,850	.02	.02	(I-L) (CanP) (J) (2¢-25¢m-$1) (none)	Recorder Ptg. Co., Ltd. Rt. Hon. George P. Graham, Pres.	H. R. Morgan	C. E. Amonde J. Keir (sp)	W. J. Moore A. Moore (cm)	J. Edwards	E. L. Hill S. W. Bell (j)
CHATHAM 14,590	News (e)	7,102	.035	.035	(I) (CanP) (3¢-15¢w, 60¢m-$1.75) (none)	Daily News, Ltd. E. C. Young, Pres.	R. W. Angus	Jos. Emmott Wm. Scurr & J. Calder (sp)	J. K. Stewart (bm) H. C. Scarlett (cm)	J. M. Bowers J. K. Stewart (n)	Ralph Edwards
FORT WILLIAM 26,082	Times-Journal (e)	6,276	.03	....	(I) (CanP) (J) (5¢-15¢w-$2) (none)	Times-Journal, Ltd. D. Smith, Pub.	J. R. Lumby		D. Smith E. Cracknell (cm)	A. Johnston J. Phelps (cl)	M. Williams W. D. Smith (j)
GALT 14,006 20,288 (City Zone)	Reporter (e)	5,316	.03	.021	(I) (CanP) (3¢-15¢w, 65¢m-$1.50) (none)	Galt Pubs., Ltd. Allan Holmes, Pres.	Earl Werstine Allan Holmes	Earl Werstine H. Verne Marshall (sp)	Allan Holmes Ernest Lee (bm) Lorne Johannes (cm)	J. E. Slaight	G. Hogan
GUELPH 21,175	Mercury (e)	6,908	.035	.035	(I) (CanP) (3¢-15¢w-$1.50) (none)	Mercury, Ltd. E. C. Young, Pres.	A. M. Macallister J. F. Collins (news)	E. S. Tate H. A. Cole (sp)	G. C. Humphrys T. J. Collins (cm)	J. E. Elson	G. A. Humphries
HAMILTON 155,547	Herald (e)	12,098	.06	.06	(I) (CanP) (1¢-10¢w, 45¢m-50¢) (32-117)	Hamilton Herald, Ltd. C.W.G. Gibson, Pres.	J. L. Burton Lewis (me)		P. Reading, Man. Dir. I. H. Macdonald (bm) J. W. Tufford (cm)	G. K. Martin	J. R. Baxter
	Spectator (e)	42,808	.11	..	(I) (CanP, UP, BUP) (2¢) (143-C10)	Hamilton Spectator, Ltd. F. N. Southam, Pres.	F. I. Ker		Frederick I. Ker F. L. Britton (cm)	R. S. Davis	
KINGSTON 23,439	Whig-Standard (e)	10,874	.045	.04	(I) (AP, CanP) (†) (3¢-15¢w-$1.67) (144)	Whig-Standard, Ltd. W. R. Davies & H. B. Muir, Pubs.	W. Rupert Davies A. L. Davies	A. L. Davies F. C. Beaudry (sp)	H. B. Muir Robt. Treneer (cm)	W. J. Coyle H. Kennedy (cl)	H. L. McCrum
KITCHENER 30,261	Record (e)	11,023	.045	.04	(I) (CanP) (J) (3¢-15¢w-$1.80) (none)	News-Record, Ltd. Hon. W. D. Euler, Pres.	H. J. Helm W. J. Mots	A. H. Lowe Vic McKenty (sp)	W. J. Mots J. E. Fehrenbach (cm)	T. H. Kay K. Jagelewski (cl)	W. Besserer
LINDSAY 7,598	Post (e)	2,274	.025	....	(I) (CanP) (none)	George H. Wilson					
LONDON 71,148	Advertiser (m)	11,207	....	....	(L) (CanP) (3¢-15¢w, 65¢m-$1.67) (C1)	Advertiser Co., Ltd.	M. W. Rossie	R. J. Churchill C. S. Grafton (sp)	H. G. Kimber	J. D. McCallum J. G. Acker (n)	
	Advertiser (e)	2,186	....	....							
	Combined daily (me)	13,393	.06	.06							
	Free Press (m)	20,535	....	....	(I-C) (AP, CanP) (*) (†) (3¢-15¢w-$1.40) (C29)	Free Press Ptg. Co.	A. R. Ford	C. E. Carruthers W. H. Rhodes (sp)	Charles Thomas G. Mitchell (cm)	W. E. Gunn H. J. Hamilton (cl)	M. Parkinson
	Free Press (e)	16,166	....	....							
	Combined daily (me)	36,701	.10	.08							
NIAGARA FALLS 19,046	Review (e)	6,702	.025	.02	(I) (CanP) (J) (none)	F. H. Leslie, Ltd. F. H. Leslie, Pres.	James M. Cowan F. H. Leslie	Miss W. Stokes Wm. Gagnon (sp)	F. H. Leslie A. Furney (cm)	D. N. Fielding	P. Lotocky C. A. Styles (j)
OSHAWA 23,687	Times (e)	3,294	.03	.025	(I) (J) (none)	Times Pub. Co. of Oshawa, Ltd. C. M. Mundy, Pres.	M. McIntyre Hood		A. R. Alloway H. Boyce (cm)	T. L. Wilson	W. Corbett
OTTAWA 126,972	Citizen (m)	6,970	....	....	(I-L) (CanP, AP) 3¢-15¢w-65¢m-$2) (143)	Southam Pub. Co., Ltd. F. N. Southam, Pres.	C. A. Bowman T. D. Finn	L. R. Brindley E. Baker (sp)	J. P. Kenney (asst. gm.) T. V. Armstrong (cm)	F. W. Crabbe V. M. Young (cl)	P. H. Burke
	Citizen (e)	26,220	....	....							
	Combined daily (me)	33,190	.10	.09							
	Le Droit (e)	14,649	.06	.05	(I) (CanP, AP, HS) (J) (2¢-18¢w-$1.50) (none)	Le Syndicat d'Oeuvres Sociales, Ltd. Esdras Terrien, Pres.	Chas. Gautier	Emile Boucher A. Julien (sp)	Edmond Cloutier C. La Plante (cm)	H. Edmond Lemieux	Eugene Beaudry D. Barsalou (j)
	Wednesday edition (w)	17,019	.05	.05							
	Journal (m)	8,539	....	....	(I) (CanP, AP) (3¢) (C22-E1)	Journal Pub. Co. P. D. Ross, Pres.-Pub.	E. Norman Smith T. G. Lowrey	J. O. Beaudry W. J. Gilhooly (sp)	Col. R. F. Parkinson T. V. Armstrong (cm)	Joseph Phillips Jack Potter (cl)	R. J. Smith
	Journal (e)	25,886	....	....							
	Combined daily (me)	34,425	.10	.065							
OWEN SOUND 12,839	Sun-Times (e)	7,596	.03	.03	(I) (CanP) (J) (3¢-15¢w-$1.50) (none)	Fleming Pub. Co., Ltd. Howard Fleming, Pres.	M. B. Dulmage	Geo. Dulmage R. Payne (sp)	Howard Fleming Don Fleming (cm)	H. R. Moffat H. Fleming (n)	G. Mead (j)
PETERBOROUGH 22,327	Examiner (e)	8,273	.04	.03	(I) (CanP, AP) (J) (3¢-15¢w, 60¢m-$1.50) (none)	Peterborough Examiner, Ltd. H. B. Muir, Pres. P. J. Giffen, Pub.	A. R. Kennedy	G. W. Craw C. Perdue (sp)	Perry J. Giffen H. B. Cowan, Jr. (cm)	T. L. Ashton	W. Barringer D. S. Clark (j)
PORT ARTHUR 19,818	News-Chronicle (e)	4,580	.03	.025	(I) (CanP) (J) (5¢-17½¢w-$2) (none)	News-Chronicle Pub. Co., Ltd. E. B. MacKay, Pres.	O. F. Young	Angus Mackay Richard Elliott (sp)	E. B. MacKay D. R. Harrison (bm) Alex Sim (cm)	C. B. Binder S. J. Clark (cl)	John Saunders Harold Stanwell (j)
PORT HOPE 4,723	Guide (e)	.....	.015	....	(I) (J) (2¢) (none)	R. C. Wilson	R. C. Wilson		Laura M. Timms (bm)		

(*Continued on page 113*)

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

ONTARIO (Continued)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mach. Supt. Job Supt.
ST. CATHARINES 24,703 26,634 (1935 Est.)	Standard (e)	9,712	.05	.05	(I) (CanP, BUP) (J) (3¢-15¢w, 65¢m-$1.50) (none)	St. Catharines Standard, Ltd. M. L. Burgoyne, Pres.	H. L. Walsh. H. B. Burgoyne	Edward Burgoyne. Clayton Browne (sp)	H. B. Burgoyne. Harold Turnbull (cm)	Herbert Gadsby. H. B. Burgoyne (n)	W. E. Chadwick Rena Birbeck (j)
ST. THOMAS 15,359	Times-Journal (e)	8,700	.04	....	(I)(CanP)(3¢)(none)	Times-Journal of St. Thomas, Ltd. L. H. Dingman, Pres.-Pub.	Thomas Keith. L. H. Dingman	G. M. Dingman. N. D. Whitemore (sp)	W. L. Agnew (bm). W. J. Stewart (cm)	R. W. Pearson. W. L. Agnew (n) W. White (cl)	F. G. Stanbury
SARNIA 18,191	Canadian Observer (e)	6,744	.03	.028	(I)(CanP)(3¢)(none)	Canadian Observer, Ltd. H. M. Hueston, Pres.	H. M. Hueston.	W. G. Hale. O. N. Wilson (sp)	A. D. McKenzie. R. J. Knowles (cm)	Carl C. Manore. B. H. Elliott (cl)	J. W. Peacock
SAULT STE. MARIE Star 23,082	(e)	6,387	.0275	.022	(I) (CanP) (J) (3¢-15¢w, 65¢m-$1.91) (none)	J. W. Curran.	J. W. Curran. R. Mackay	Fraser MacDougall. John Curran (sp)	J. W. Curran.	Dave Cohen. J. W. Curran (n)	D. W. Hilts (j)
STRATFORD 17,742	Beacon-Herald (e)	9,239	.04	.03	(I) (CanP) (J) (3¢-15¢w, 65¢m-$1.50)	Beacon-Herald of Stratford, Ltd. L. H. Dingman, Pres.	J. L. Milligan. C. D. Dingman	C. H. Obeay. L. W. Appel (sp)	Chas. D. Dingman. A. E. O'Loughlin(bm) C. C. Cavell (cm)	J. A. Triller. W. C. White (n) C. Davey (cl)	M. A. Robinson J. C. R. Waters (j)
TORONTO 631,207 604,605 (City Zone)	Globe (m)	78,349	.21	.14	(I) (CanP,AP) (mer) (2¢-12¢w-50¢m) (56-C13-C31-C-19-El)	Globe Ptg. Co. W. G. Jaffray, Pres.	H. W. Anderson (me) E. George Smith (news)	F. D. Van Luven (acting) W. T. Munns (sp)	W. G. Jaffray. H. S. Mark (cm)	F. F. Smith. R. K. Stocks (cl)	John Chinn
	Mail & Empire (m)	119,381	.23	.14	(C) (AP,CanP,BUP) (2¢-12¢w, 50¢m-$1.30)(86-C32-C8)	Mail Ptg. Co. I. W. Killam, Pres. John Scott, Pub.	John Scott, Man. Dir. R. A. Farquharson (news)	M. B. MacDonald. Edward Allan (sp)	John Scott. W. A. Peacey (bm) John R. Blaber (cm)	W. J. J. Butler.	Arthur Irwin
	Star (e)	246,516	.23	.14	(I-L) (CanP, UP, INS) (*Sat) (J) (2¢d, 10¢Sat-12¢w, 10¢Sat-$1.18d, $6.75Sat) (44-C22)	Toronto Star, Ltd. Joseph E. Atkinson, Pres.-Pub. Harry C. Hindmarsh, V.P.	Joseph T. Clark. Vernon Knowles	J. R. Heron. Lou E. Marsh (sp) Main Johnson & T. J. Wheeler (Su)	Fred L. Tate. Wm. L. Argue, Ralph B. Cowan, K. A. McMillan (cm)	Fred L. Tate. William Wallace (n)	A. C. F. West John J. Welsh (j)
	Star Weekly (Sat)	311,063	.35	.18							
	Telegram (e)	148,873	.23	.14	(I-C) (CanP, BUP, NANA) (2¢-12¢w, 50¢m-$1.30) (25-87-C7)	J.Ross Robertson Est.	C. O. Knowles. C. H. J. Snider	H. C. Berkeley. J. P. Fitzgerald (sp)	A. T. Chadwick (bm) C. W. Knowles (cm)	W. B. Goldsboro.	.....
WELLAND-PORT COLBORNE Tribune 20,197 (City Zone)	(e)	4,675	.025	.025	(I) (CanP) (3¢-15¢w-$1.50) (none)	Welland Pubs. Ltd. A. D. McKenzie,Pres.	Henry J. Foster.	Thos. N. Morrison.	Harry J. Shore. M. J. Swords (cm)	Harry J. Shore.	O. Clements
WINDSOR 63,108 105,297 (City Zone)	Border Cities Star (e)	43,864	.12	....	(I) (AP, CanP) (J) (3¢-18¢w, 78¢m-$2.25) (86)	Star Pub. Co. of Windsor, Ltd. W.F.Herman,Pres.-Pub.	Ellison Young (me).	W. L. Clark. Vern DeGeer (sp)	H. A. Graybiel. C. E. Traunicek (cm)	R. J. Newell. K. McKay (cl)	J. Braddock R. M. Eliott (j)
WOODSTOCK 11,395	Sentinel-Review (e)	6,062	.03	.02	(I) (CanP) (3¢-15¢w, 65¢m)	Woodstock Pubs., Ltd. A. D. McKensie, Pres.	W. E. Elliott.	E. S. Hunter. L. Taylor (sp)	C. O. Tatham (bm). J. L. Sutherland (cm)	S. N. Manore.	.....

PRINCE EDWARD ISLAND

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mach. Supt.
CHARLOTTETOWN 12,361	Guardian (m)	5,529	.03	....	(I-C) (CanP) (J) (2¢-10¢w, 10¢w-$1) (none)	J. R. Burnett, FJI, Pub. Col. W. C. S. McLure, Pres.	J. R. Burnett.	.....	.....	I. A. Burnett.	.....
	Patriot (e)	4,134	.02	....	(L) (CanP) (J) (2¢) (none)	Patriot Pub. Co. Hon.F.R.Heartz,Pres.	Reuben MacDonald.	.....	W. A. Gaudet (bm).	.....	J. Coyle

QUEBEC

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Mach. Supt.
LEVIS 11,724	Le Quotidien (e)	.....	.015	....	(L) (none).	La Cie du Publication du Levis, Ltee.	.....	.....	.....	.....	.....
MONTREAL 818,577	Le Canada (m)	14,024	.06	.06	(L) (CanP) (J) (2¢-15¢w, 60¢m-$1.33)	La Cie de Publication du Canada, Ltee. Leon-Mercier Gouin, Pres.	Edmond Turcotte. E. Letellier de Saint-Just	Roland Beaudry (sp).	J. N. Chevrier. E. L. Mignault (cm)	J. Nolin. E. J. Shearman (n)	F. Boulanger Geo. Perrault (j)
	Le Devoir (e)	12,265	.05	.05	(I) (CanP) (J) (3¢-$2) (32-C3)	L'Imprimerie Populaire, Ltee. O. Dufresne, Pres. G. Pelletier, Pub.	Omer Heroux. Louis Dupire	Louis Robillard. X. E. Narbone (sp)	Georges Pelletier. N. Lafortune (bm) U. Baudry (cm)	A. Montambault.	J. O. Baudet D. O. Brosseau (j)
	Gazette (m)	28,210	.10	.10	(I-C) (CanP,AP) (J) (5¢-25¢w, $1m-$3) (56-C12-C17)	Gazette Ptg. Co., Ltd. Hon. Smeaton White, Pres.	Paul Bilkey. J. A. McNeil	John Chalmers. Wm. Morrison (sp)	Geo. Carpenter (cm).	W. J. C. Sutton.	John Hayes L. J. Durfy (j)
	Herald (m)	24,662	.06	....	(I-L) (AP, CanP) (J) (2¢) (54)	A. C. Morton.	C. L. Sibley. W. O'Hearn	C. G. McDonald. E. W. Ferguson (sp)	A. C. Morton (bm).	E. H. Barnfield. K. K. Bloxham (cl)	J. Reilly J. F. Ewing (j)
	Saturday edition (S)	19,280	.06	....							
	L'Illustration (m)	16,403	.07	....	(I) (UP) (J) (2¢d, 5¢Sat) (none)	Canadian Society of Journalists, Inc.	Louis Francoeur. Jos. Bourdon	.....	Louis H. Duclos.	Louis H. Duclos.	.....
	Saturday edition (Sat)	9,194	.07	....							
	La Patrie (e)	18,933	.10	.08	(I) (CanP) (*S) (J) (2¢d, 5¢. Sat., 5¢S-25¢w,60cm,$1.33d, $3.50 Sat., $48) (76)	La Patrie Pub. Co., Ltd P. R. Du Tremblay, Pres.	J. A. Gauthier. Oswald Mayrand	G. Benoit. H. Lavigne & Z. L'Esperance (sp)	P. R. DuTremblay. J. N. A. Ferrault (bm) O. L. Bourque (cm)	Eugene Tarte. H. E. Stephenson (n) Y. Bergeron (cl)	P. Durocher A. Legault (j)
	Saurday edition Sat.	39,519	.10	.08							
	Sunday edition (S)	42,047	.10	.08							
	La Presse (e)	156,471	.27	....	(I) (CamP, BUP) (*Sat.) (†) (J) (2¢d, 5¢ Sat.) (103-C24)	La Cie de Publication de la Presse, Ltee.	Eugene Lamarche.	.....	J. P. Callaghan (bm). J. O. Chatel (cm)	J. P. Callaghan.	H. Lionais
	Saturday edition (S)	186,629	.27	....							
	Standard (Sat.)	89,658	.15	....	(I) (CanP, AP, BUP) (*Sat) (10¢) (54-C22)	Standard Pub. Co., Ltd. Dr. F. Yorston, Pres.	Frederic Yorston.	R. A. Cochrane. Len Rountree (sp)	Frederic Yorston. R. B. Gay (bm)	R. B. Gay.	James McKee
	Star (e)	118,996	.1625	.155	(I) (AP, CanP, BUP, NYHT) (†) (2¢-12¢w, 50¢m) (25-87-C14)	Montreal Star Co., Ltd. Rt. Hon. Lord Athlstan, Pres.	A. R. Carman. A. J. West, Exec. ed.	Alex Dewar. P. Spanjaart (sp)	Rt. Hon. Lord Athlstan E. R. Whitrod, asst. (bm) A. E. Whiting (cm)	H. G. Brewer.	D. H. Parker
QUEBEC 30,594 77,276 (City Zone)	Chronicle-Telegraph (e)	4,548	.04	....	(I-L) (CanP, AP) (J) (3¢-18¢w, 75¢m, $2) (119)	Chronicle-Telegraph Pub. Co., Ltd. E. G. Smith, Pub.	A. G. Penny.	Chas. Jacobsen.	J. A. Walsh (cm).	.....	U. Savard
	L'Action Catholique (e)	28,449	.09	.07	(I) (BUP) (†) (J) (2¢-6¢w, 25¢m, $1.12) (C15)	L'Action Sociale, Ltd. Aime Dery, Pres.	Dr. Jules Dorion. Eugene L'Heureux	Calixte Dumas. C. M. Deschenes (sp)	A. F. Mercier. L. Letourneau (cm)	A. Dussault. C. N. Begin (cl)	A. Dussault A. Drolet (j)
	L'Evenement (m)	20,711	.08	.08	(I) (CanP) (J) (2¢-15¢w) (86)	L'Evenement Pub. Co. J. H. Fortier, Pres.	E. Chassé.	M. Bernier. L. Lebel (sp)	E. Castonguay. P. A. Robitaille (cm)	R. Trempe. M. Dion (cl)	D. Emond
	Le Soleil (e)	52,625	.14	....	(L) (CanP) (†) (J) (2¢-6¢w, $1) (56)	Le Soleil, Ltee. Henri Gagnon, Pres.	Jos. E. Barnard.	Irenee Masson. E. Piché	H. Gagnon, Man. dir. O. Roberge (cm)	F. L. DeHaltre. A. Morisset (cl)	F. Lachance

(*Continued on page* 114)

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

QUEBEC (Continued)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Nat. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SHERBROOKE... 29,933	Record (e) 7,898	.05	.05	(I) (CanP, AP) (2¢) (none)	.....	Gordon Miller.....	J. K. Flaherty..... H. Crochetiere (sp)	A. Welland (cm).....	C. P. Buckland.....	J. Fraser
	La Tribune (e) 8,001	.045	.03	(L) (CanP, AP) (J) (3¢-35¢m, $1.50) (21-C22)	La Tribune, Ltee.... Hon. J. Nicol, Pres.	L. P. Robidoux.....	Aurèle Goyer..... Georges Bourdias (sp)	L. A. Vachon..... Alphée Gauthier (bm) Philippe Doyon (cm)	Alfred DesRochers...	Rossire Blais A. Huard (j)
THREE RIVERS.. TROIS RIVIERES 35,450	Le Nouvelliste (e) 10,850	.05	....	(I) (CanP) (J) (2¢-5¢w, 50¢m, $1.25) (86-C5)	La Cie de Pub. Le Nouvelliste, Ltee. J. H. Fortier, Pres.	Hector Heroux.....	Albert Plouffe..... Raymond Dubé (sp)	Emile Jean..... Laurent Paradis (cm)	Georges Bourassa.... J. Genest (n) Léo Savoie (cl)	Phil Don Phil Turcotte (j)

SASKATCHEWAN

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Footnote on Page 14	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Nat. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MOOSE JAW..... 21,300	Times-Herald (e) 4,310	.05	.05	(I-L) (CanP) (J) (5¢-15¢w, $2.50) (32-117-C29)	Times Co., Ltd..... Hon. Walter Scott, Pres.	Thomas Miller.....	F. J. Workman..... Murray Brown (sp)	Thomas Miller..... O. R. Reid (cm)	Thomas Miller.....	Wm. Adair Wm. Macguire (j)
PRINCE ALBERT. 9,905	Herald (e) 3,213	.03	.03	(I) (CanP) (J) (5¢-15¢w, $2.50) (none)	W. L. Davis.....	E. N. Davis.....	H. H. Rowed (sp)....	W. G. Eagle (bm)....	W. L. Davis.....	F. C. Backler
REGINA..... 53,992	Leader-Post (e) 26,497	.10	.09	(I-L) (CanP) (5¢-15¢w, 65¢m, $1.50) (39-C11-C26)	Leader-Post, Ltd.... Victor Sifton, Pres.-Pub.	J. A. M. Cook..... D. B. MacRae	C. Higginbottom.... D. Dryburgh (sp)	R. S. Malone (cm)...	H. Saul..... H. Williams (cl)	.....
	Star (e) 12,692	.06	.06	(I) (CanP) (5¢-15¢w, 65¢m, $2.50) (86-C4-C5-C20)	Daily Star, Ltd..... W. T. Read, Pres.	Frank Wright..... A. M. Raymond	C. H. Fairman (sp)..	Gordon E. Leighton. E. Sidaway (cm)	W. J. McKenzie..... G. Berridge (cl)	I. L. Gorrie
SASKATOON..... 43,025	Star-Phoenix (e) 18,264	.09	....	(I-L) (CanP) (J) (5¢, $1m, $3) (39-C11-C26)	Star-Phoenix, Ltd... V. Sifton, Pres.	J. S. Woodward.....	Eric Knowles..... Walt Riddell (sp)	R. M. Cantlon (bm).. L. H. Maycock & G. P. Naish (cm)	Walter C. Rice.....	H. E. Brown E. F. Park (j)

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WINSTON-SALEM, N. C.—William P. Sharpe, Sentinel, president; Mamie Hegwood, Sentinel, secretary; Gowan H. Caldwell, Journal, treasurer.

YOUNGSTOWN, OHIO—William Gray, Vindicator, president; Vera Ettinger, Telegram, secretary; David Lewis, Vindicator, treasurer.

DAILY NEWSPAPER CORRESPONDENTS IN NEW YORK

Baltimore Sun—Richard T. Summer, Herald Tribune.

Boston Globe—Rodger Batchelder, Times Annex.

Boston Herald—L. E. Fanning, Times Annex.

Buffalo Evening News—Ira S. French, Herald Tribune.

Chicago Tribune—Perley Boone, Times Annex.

Cincinnati Inquirer—J. C. Muma, Herald Tribune.

Detroit News—L. L. Stevenson, Times Annex.

Milwaukee Journal—A. D. Gannon, Times Annex.

Montreal Gazette—Lawrence Wilson, Times Annex.

Montreal Star—C. Langford-Baker, 210 East 42d street.

New Orleans Times-Picayune—Marion J. Pike, Daily News.

Philadelphia Inquirer—R. P. Lowry, Herald Tribune.

Springfield Republican—Neal W. Hopkins, Herald Tribune.

St. Louis Globe-Democrat—J. R. Troverius, Times Annex.

MAT, CUT AND AD ART SERVICES

Bonnet-Brown, 155 East Superior Street, Chicago, Ill.

Century Advertising Service, Inc., 141 Madison Avenue, New York City.

Chicago Tribune Newspaper Mat Service, Tribune Tower, Chicago, Ill.

Commercial Cut Company, 20 Vesey Street, New York City.

Vincent Edwards & Company, 260 Tremont Street, Boston.

Metro Associated Services, Inc., 130 West 30th Street, New York.

Meyer-Both Company, 71 West 23rd Street, New York.

Publishers' Autocaster Service Company, 225 West 39th Street, New York.

Star Adcraft Service, 225 West 39th Street, New York.

Western Newspaper Union, 304 East 45th Street, New York.

COMPOSITION OF PRINTERS' METALS

Standard metal formulas as recommended by typesetting machine manufacturers are as follows:

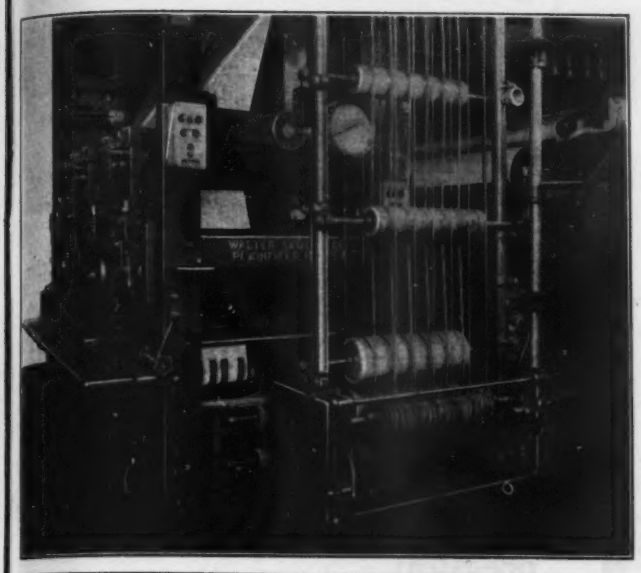
Linotype and Intertype, 4 per cent tin, 12 per cent antimony, 85 per cent lead.

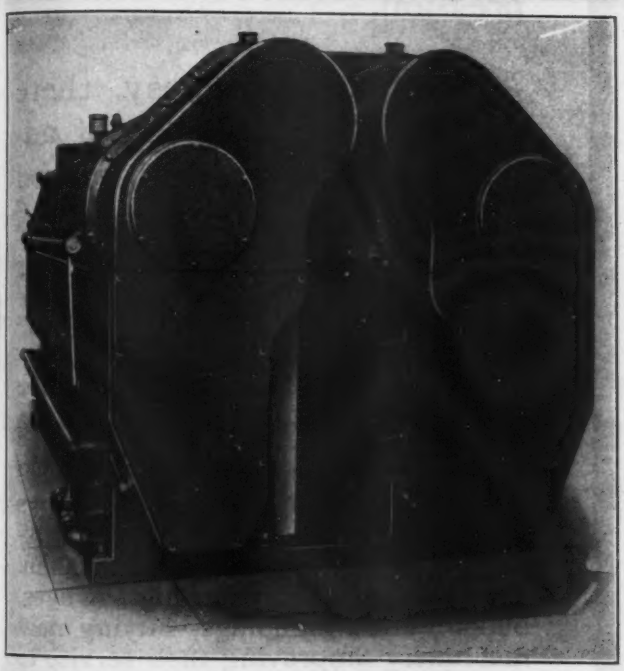
Standard Monotype, 7 per cent tin, 15 per cent antimony, 77 per cent lead.

Special Monotype, 8 per cent tin, 16½ per cent antimony, 75½ per cent lead.

Stereotype, 6 per cent tin, 14 per cent antimony, 80 per cent lead.

Electrotype, 3 per cent tin, 4 per cent antimony, 93 per cent lead.





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Main Office and Factory

Plainfield, New Jersey, U. S. A.

New York
230 West 41st Street

Chicago
1330 Monadnock Block

NEWSPAPER SPECIAL REPRESENTATIVES—UNITED STATES

Following is a list of newspaper advertising representatives in the United States. The key numbers relate to corresponding numbers showing in the newspaper and personnel lists:

Key	Firm Name	City	Office Address
	A		
1	Alcorn Company, Franklin P., Inc.	Chicago	360 N. Michigan Ave.
		New York	21 E. 40th St.
		Detroit	323 Stephenson Bldg.
		St. Louis	411 N. Tenth St.
		Vancouver	789 Pender St.
		Portland	520 S. W. Sixth Ave.
		San Francisco	220 Bush St.
		Los Angeles	433 S. Spring St.
		Seattle	603 Stewart St.
2	Allen-Klapp-Frazier Co.	Chicago	540 N. Michigan Ave.
		New York	551 Fifth Ave.
		St. Louis	312 Victoria Bldg.
		Detroit	530 New Center Bldg.
3	American Press Association	New York	225 W. 39th St.
		Chicago	122 S. Michigan Ave.
		Detroit	7338 Woodward Ave.
		Kansas City	21 W. Tenth St. Building
		St. Louis	505 Star Building
4	Anderson, C. J., Special Agency	Chicago	35 E. Wacker Drive
		New York	See Ralph R. Mulligan
5	Angier, N. L.	Atlanta	161 Spring St., N. W.
6	Arkansas Dailies, Inc.	Chicago	605 N. Michigan Ave.
		New York	369 Lexington Ave.
		Detroit	7339 Woodward Ave.
		Dallas	Mercantile Bank Building
		St. Louis	Insurance Exchange Building
		Memphis	303 Sterick Building
7	Associated Newspaper Color, Inc.	San Francisco	Chronicle Building
		New York	10 E. 43rd St.
		Chicago	75 E. Wacker Drive
		Detroit	Curtis Building
		Cleveland	1900 Euclid Ave.
		Los Angeles	511 S. Alexandria St.
	B		
7A	Babcock, Wilbur	New York	1526 Daily News Building
8	Bell, G. B.	Portland	3425 N. E. 52nd Ave.
9	Bell, Tilton S.	Boston	Old South Building
10	Best, Hil F.	Detroit	Rm. 311, 3090 E. Grand Blvd.
11	Best and Associates, Van	Detroit	7310 Woodward Ave.
12	Bidwell Company, R. J.	San Francisco	742 Market St.
		Los Angeles	Chamber of Commerce Bldg.
		Seattle	205 Lloyd Building
		Portland	3425 N. E. 52nd Ave.
13	Birch, R. J., & Co.	San Francisco	155 Sansome St.
		Los Angeles	846 S. Broadway
13A	Bliss, George H.	Los Angeles	523½ Madison Ave.
14	Block, Paul, and Associates	New York	247 Park Ave.
		Chicago	919 N. Michigan Ave.
		Detroit	General Motors Building
		Boston	Little Building
		Philadelphia	1420 Walnut St.
		Cincinnati	Enquirer Building
		San Francisco	Monadnock Building
		Los Angeles	1151 S. Broadway
15	Branham Company, The	Chicago	360 N. Michigan Ave.
		New York	420 Lexington Ave.
		Dallas	723 Mercantile Building
		Atlanta	Rhodes-Haverty Building
		Detroit	8-253 General Motors Bldg.
		St. Louis	State National Life Building
		Kansas City	500 National Fidelity Life Bldg.
		San Francisco	235 Montgomery St.
		Los Angeles	1151 S. Broadway
		Seattle	1004 Second Ave.
15A	Broderick, Phillip A.	New York	220 East 42nd St.
16	Bryan Murphy & Company	Kansas City	Interstate Building
17	Bryant, Griffith & Brunson, Inc.	New York	9 E. 41st St.
		Chicago	230 N. Michigan Ave.
		Boston	201 Devonshire St.
		Detroit	2-245 General Motors Building
		Atlanta	Walton Building
		San Francisco	742 Market St.
		Los Angeles	Chamber of Commerce Bldg.
18	Budd Company, The John	New York	420 Lexington Ave.
		Chicago	435 N. Michigan Ave.
		St. Louis	Chemical Building
		Atlanta	Healey Building
		San Francisco	Mills Building
		Los Angeles	Western Pacific Building
		Portland	Bedell Building
		Seattle	Lloyd Building
		Dallas	Republic Bank Building
19	Buell, Roy	Detroit	2-113 General Motors Bldg.
19A	Buntman, I. C.	Milwaukee	1708 Mariner Tower
20	Burke, Hugh	New York	60 E. 42nd St.
21	Burke, Kuipers & Mahoney, Inc.	New York	420 Lexington Ave.
		Chicago	203 N. Wabash Ave.
		Atlanta	711-12 Glenn Building
		Dallas	713 Southwestern Life Bldg.
21A	Bushnell, Anson C.	Los Angeles	210 W. 7th St.
	C		
22	Callender & Lynch, Inc.	New York	24 N. William St.
23	Cambridge Special Agency, Inc.	New York	570 Lexington Ave.
24	Capper Publications	New York	420 Lexington Ave.
		Chicago	180 N. Michigan Ave.
		Cleveland	1013 Rockwell Ave.
		Detroit	11-269 General Motors Bldg.
		Kansas City	21 West 10th St. Building
		Philadelphia	1201 Chestnut St.
		St. Louis	2206 Pine St.
		San Francisco	Sharon Building
25	Carroll, Dan A.	New York	110 E. 42nd St.
25A	Clark, George	Seattle	910 Lloyd Buliding
26	Clark, Thomas F., Company, In.	New York	205-217 E. 42nd St.
		Chicago	307 N. Michigan Ave.
		Detroit	7338 Woodward Ave.
		Atlanta	617 Chamber of Com. Bldg.
27	Clark, H. K.	Chicago	180 N. Michigan Ave.
28	Clark, Paul S.	Boston	230 Boylston St.
28A	Clarke, H. Glen	Chicago	333 N. Michigan Ave.
29	Clayden, A. E., Inc.	New York	369 Lexington Ave.
		Chicago	360 N. Michigan Ave.
30	Comic Section Advertising Corporation	New York	405 Lexington Ave.
31	Conger, H. H., Company	San Francisco	Monadnock Building
32	Cooley & Cortes, Inc.	New York	350 Madison Ave.
		Chicago	75 E. Wacker Drive
		Detroit	2-113 General Motors Bldg.
32A	Coulston, Leonard W.	Chicago	335 N. Michigan Ave.
33	Cour, C. A.	St. Louis	205 Globe Democrat Bldg.
34	Crane, A. G.-Clarke, H. Glen	Chicago	333 N. Michigan Ave.
35	Creel, Allan W.	New York	15 E. 40th St.

(*Continued on page* 118)

A PROPHECY

When business has regained complete recovery, the solons of commerce and industry will be in a position to realize the part played by Newspaper Advertising in stemming the tide of Depression.

Then, we prophesy, there will be a renaissance of advertising of trade-marked merchandise in newspapers such as the past has never known.

But we must read the lessons of the past if we want to see into the future.

All through the years when houses built by the sweat of men's brows were falling about them, the newspapers of America stood unshaken. They went on paying high wages, building new buildings, buying new machinery, improving their service to mankind. They added to news sources, used more pictures and more color, bought expensive new features.

And they were rewarded. For practically every family went on reading a newspaper every day as in normal times, some of them two or more. When things were at their worst, circulation losses were only a fraction of the losses in sales of physical necessities. And last year the news-hungry American public read two million newspapers more per day, including Sundays, than in 1934. For the demand for news and newspapers grows as the borders of physical and mental isolation recede before the advancing flood of new means of communication and transportation.

A DEFINITION:

OF VITAL IMPORTANCE TO EVERY ADVERTISER AND ADVERTISING AGENT

And when it became evident that all industries were not suffering the same degree of paralysis, bankers and investors, as well as executives, began to look for causes. They were amazed to discover how large a percentage of those seemingly favored of fortune owed their stability to long years of newspaper advertising.

They were equally astounded when they found that certain new industries, instead of folding up their wings in the face of the storm, continued to expand. These new businesses, and others actually born in the midst of panic, were also found to be the off-spring of newspaper advertising.

For examples of the incomparable power of newspaper advertising to make sales in times of greatly reduced buying power, we suggest that you study the satisfying records of electrical refrigeration and air conditioning; travel by airplane and bus; vacation trips by sea; beer, wines and spirits.

In the field of retail business are also to be found innumerable proofs that newspaper advertising never sleeps.

The sales of department stores were nearly 20% better in 1935 than in '33, because they were using only 14% less newspaper space than in '29.

In 1933, when the sales of independent storekeepers were off 53.2%, the sales of chains, using space in newspapers day after day, suffered only 35.8%.

Twenty-five great chains in half a dozen fields, doing a two and a half billion dollar business in 1935, showed an increase of nearly 11% over 1934. In the five years previous the sales of chain stores had grown, with the help of newspaper advertising, from 20% to 25.2% of all retail sales.

This handful of retail figures must also bring home to the manufacturer with national distribution who is not majoring in newspaper advertising, the fact that to retreat before the advance of the "private brand" and refuse adequate newspaper support to distributor and independent dealer, can have but one result. The jobber will devote most of his time and energies to pushing own brands; the dealer will continue to fall before the onslaughts of the advertising chains, or yield to the demand for items better advertised. This manufacturer will not long be able even to count on his present volume of business from the chains if he fails to compete with them in the advertising medium of their choice.

At the threshold of a new year of promise we earnestly counsel any advertiser of unsettled mind to return to a sane estimate of the forces of advertising and the value placed upon it by the public for whose consumption it is intended, and by the distributor and dealer whom he must support in return for their cooperation.

We urge him to parallel the retail selling of his products with newspaper advertising to the consumer. For every passing year confirms us in our belief that wanted merchandise adequately advertised in newspapers can almost always be made to displace competitive brands not so supported.

SUBSCRIBED TO BY THESE NEWSPAPER NATIONAL REPRESENTATIVES

FRANKLIN P. ALCORN & CO., INC.
PAUL BLOCK & ASSOCIATES
THE BRANHAM CO.
BRYANT, GRIFFITH & BRUNSON, INC.
THE JOHN BUDD CO.
BURKE, KUIPERS & MAHONEY, INC.
DE LISSER, BOYD & TERHUNE, INC.
DEVINE-TENNEY CORP.
CHARLES H. EDDY CO.
KELLY-SMITH CO., INC.
FRED KIMBALL, INC.
I. A. KLEIN, INC.
LORENZEN & THOMPSON, INC.
GEORGE A. McDEVITT CO.
J. P. McKINNEY & SON
M. C. MOGENSEN & CO., INC.
RALPH R. MULLIGAN
O'MARA & ORMSBEE, INC.
PRUDDEN, KING & PRUDDEN, INC.
REYNOLDS-FITZGERALD, INC.
SMALL, SPENCER & BREWER, INC.
STORY, BROOKS & FINLEY, INC.
TEXAS DAILY PRESS LEAGUE, INC.
VERREE & CONKLIN, INC.
WILLIAMS, LAWRENCE & CRESMER CO.
JOHN B. WOODWARD, INC.

ADVERTISING IS NEWS OF WANTED MERCHANDISE OR SERVICE

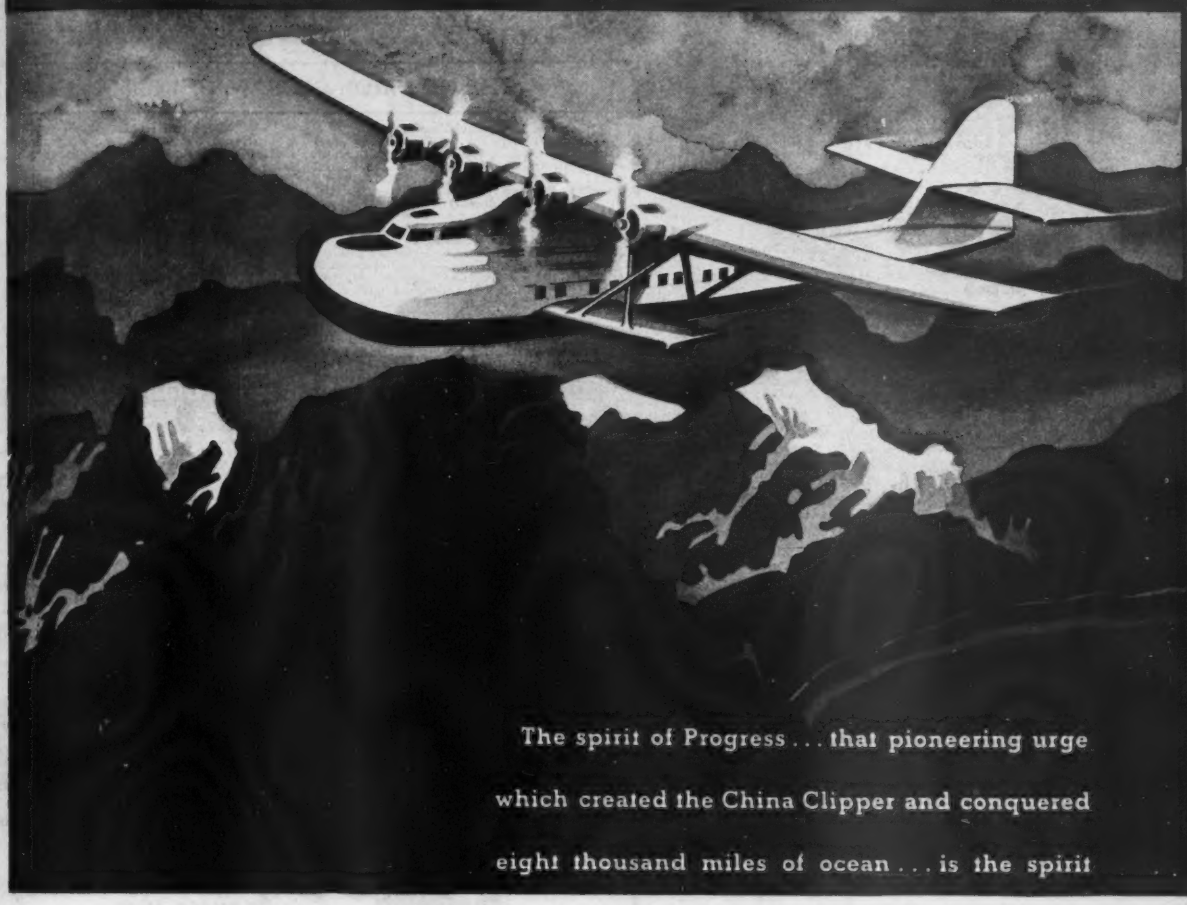
NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

(*Continued from page* 116)

Key	Firm Name	City	Office Address
36	Cullen Company, John W.	Chicago	8 S. Michigan Ave.
		New York	501 Fifth Ave.
		Detroit	General Motors Building
		Kansas City	500 National Fidelity Life Bldg
		Cleveland	2295 S. Overlook Rd.
		Cincinnati	1734 Carew Tower
	D		
37	David Company, George B.	New York	110 E. 42nd St.
		Chicago	400 N. Michigan Blvd.
		Detroit	2-113 General Motors Bldg.
38	Dean, J. E.	Chicago	435 N. Michigan Ave.
39	DeClerque, Henry, Inc.	Chicago	435 N. Michigan Ave.
		New York	12 E. 41st St.
		San Francisco	Monadnock Building
		Seattle	1004 Second Ave.
40	De Lisser, Boyd & Terhune, Inc.	New York	500 Fifth Ave.
		Philadelphia	1421 Chestnut St.
		Pittsburgh	Clark Building
		Chicago	612 N. Michigan Ave.
41	Devine-Tenney Corporation	New York	405 Lexington Ave.
		Chicago	307 N. Michigan Ave.
		Detroit	817 New Center Building
		Pittsburgh	438 Oliver Building
		Syracuse	State Tower Building
		Atlanta	206 Palmer Building
42	Dillon & Kirk	Kansas City	500 National Fidelity Life Bldg.
43	Dougan & Bolle	Chicago	400 N. Michigan Ave.
		New York	507 Fifth Ave.
	E		
44	Eddy Company, Chas. H.	New York	247 Park Ave.
		Chicago	410 N. Michigan Ave.
		Boston	294 Washington St.
45	Edwards, W. J.	Boston	89 State St.
	F		
46	Farrell, J. J.	Kansas City	303 Interstate Building
47	Fenger-Hall Co., Ltd.	New York	250 Park Ave.
		Chicago	307 N. Michigan Ave.
		Boston	80 Boylston St.
		San Francisco	235 Montgomery St.
		Los Angeles	1151 S. Broadway
		Seattle	1004 Second Ave.
48	Ferriss, H. R.	Seattle	610 Lloyd Building
49	Fisher, H. Clyde	New York	420 Lexington Ave.
50	Fitzpatrick, Keene	San Francisco	820 Kohl Building
51	Fletcher, R. A.	New York	Rm. 2204, 521 Fifth Ave.
52	Florida Select List	Jacksonville	319 St. James Building
		Tampa	P. O. Box 801
53	Foote & Barton	New York	70 Fifth Ave.
		Buffalo	3156 Main St.
54	Fralick & Bates, Inc.	New York	500 Fifth Ave.
		Chicago	605 N. Michigan Ave.
		Kansas City, Mo.	114 W. 10th St.
55	Frost, Landis & Kohn	Chicago	360 N. Michigan Ave.
		New York	250 Park Ave.
		Detroit	2-113 General Motors Bldg.
		Atlanta	Walton Building
		Jacksonville	1208 W. Adams St.
		Dallas	2112 Young St.
		St. Louis	Security Building
		Oklahoma City	200 Northwest 23rd St.
	G		
55A	Garner & Grant	Atlanta	711 Glenn Building
56	Gilman, Nicoll & Ruthman	Chicago	400 N. Michigan Ave.
		New York	19 W. 44th St.
		Detroit	601 New Center Building
		Boston	18 Tremont St.
		Philadelphia	1016 N. 64th St.
		Seattle	1326 Fifth Ave.
		San Francisco	325 Market St.
57	Glass, Robert M.	Detroit	319 Stephenson Building
58	Grandin, Victor S.	New York	522 Fifth Ave.
59	Gravure Service Corporation	New York	Graybar Building
		Chicago	221 N. LaSalle St.
		Detroit	General Motors Building
60	Greely, J. W., & Associates	Seattle	603 Stewart St.
	H		
61	Hagg, Arthur H., & Associates, Inc.	Chicago	360 N. Michigan Ave.
		New York	220 E. 42nd St.
		Denver	1000 Corona St.
		Kansas City	305 E. 66th St. Terrace
		Omaha	Colonial Hotel
		San Francisco	557 Market St.
62	Hammond, Lee	Chicago	123 W. Madison St.
63	Harris, J. C., Jr.	Atlanta	1003 Glenn Building
64	Harway, D. N.	San Francisco	155 Montgomery St.
65	Hearst International Advertising Service, Rodney E. Boone, General Manager	New York	959 Eighth Ave.
		Chicago	929 Hearst Building
		Detroit	12-230 General Motors Bldg.
		Boston	554-5 Winthrop Square
		Rochester	14 Franklin St.
		Philadelphia	1400 S. Penn Square
		San Francisco	708 Hearst Building
		Cleveland	1151 Union Trust Building
		Atlanta	720 Glenn Building
		Los Angeles	420 Petroleum Securities Bldg.
		Seattle	1510 Textile Tower
66	Henriques, P. L.	Chicago	435 N. Michigan Ave.
67	Higgins, James J.	Detroit	7338 Woodward Ave.
68	Hoffman, Irving M., Inc.	New York	420 Lexington Ave.
69	Hopewell, George T.	New York	101 Park Ave.
		Chicago	75 E. Wacker Drive
		Detroit	7310 Woodward Ave.
70	Howe, A. W.	Dallas	713 Southwestern Life Bldg.
71	Howland & Howland, Inc.	New York	247 Park Ave.
		Chicago	360 N. Michigan Ave.
72	Huguenin, Dan V.	San Francisco	Russ Building
73	Hunter, R. W.	Chicago	7 S. Dearborn St.
	I		
74	Inland Newspaper Representatives, Inc.	New York	512 Fifth Ave.
		Chicago	410 N. Michigan Ave.
75	Iowa Daily Press Association	Des Moines	405 Shops Building
	K		
76	Katz, E., Special Advertising Agency	New York	500 Fifth Ave.
		Chicago	307 N. Michigan Ave.
		Atlanta	22 Marietta Street Bldg.
		Philadelphia	260 S. Broad St.
		Dallas	Republic Bank Building
		Detroit	4-234 General Motors Bldg.
		Kansas City	Bryant Building
		San Francisco	Monadnock Building
77	Keator, A. R.	Chicago	S. DearbornSt.
78	Kelly-Smith Company	New York	Graybar Building
		Chicago	180 N. Michigan Ave.
		Detroit	General Motors Building
		Boston	Waterman Building
		Philadelphia	260 S. Broad St.
		Atlanta	617 Glenn Building
79	Kennedy Company, The	New York	122 East 42nd St.
80	Keough, J. B.	Atlanta	1706 Rhodes-Haverty Bldg.
81	Kern, H. G.	Boston	554 New England Press Bldg.
82	Kimball, Fred, Inc.; also Kimball, Frederic A. Company, Inc.	New York	67 W. 44th St.
		Chicago	540 N. Michigan Ave.
		Detroit	3090 E. Grand Boulevard
		Philadelphia	1234 Real Estate Trust Bldg.
		Pittsburgh	604 Cham. of Com. Building
		Milwaukee	208 E. Wisconsin Ave.
83	Klein, I. A., Inc.	New York	50 E. 42nd St.
84	Kohn, George M., Inc.	Atlanta	908-9 Walton Building
	L		
85	La Coste, H. D.	New York	45 W. 34th St.
		Chicago	540 N. Michigan Ave.
86	Lorenzen & Thompson, Inc.	Chicago	333 N. Michigan Ave.
		New York	19 W. 44th St.
		Philadelphia	15th & Locust St.
		Kansas City	1004 Baltimore Ave.
		Detroit	General Motors Building
		St. Louis	Insurance Exchange Building
		Cincinnati	1112 Keith Building
		San Francisco	155 Sansome St.
		Los Angeles	840 Broadway
		Atlanta	908 Walton Building
86A	Los Angeles Newspaper Service Bureau, Inc.	Los Angeles	213 Klinker Bldg.
87	Lutz, John E.	Chicago	180 N. Michigan Ave.
	M		
88	McClure, L. F.	Chicago	919 N. Michigan Ave.
89	McCollum, J. A.	St. Louis	915 Olive St.
90	McDevitt, George A., Company	New York	444 Madison Ave.
		Chicago	919 N. Michigan Ave.
		Detroit	New Center Building
		Philadelphia	12 S. 12th St.
90A	McDonald, John J.	New York	512 Fifth Ave.
91	McGiffin Newspaper Company	Kansas City	223 Dwight Building
92	McKinney, J. P. & Son	New York	30 Rockefeller Plaza
		Chicago	400 N. Michigan Ave.
		San Francisco	742 Market St.
93	McKittrick, C. E.	New York	220 E. 42nd St.
94	Macfadden Publications	New York	2716 Graybar Building
		Chicago	333 N. Michigan Ave.
		Boston	Statler Building
		Detroit	605 New Center Building
		San Francisco	Russ Building
		Toronto	204 Richmond St.
95	Marsh, Martin L.	New York	60 East 42nd St.
96	Mathews, Julius, Special Agency, The	Boston	8 Newbury St.
		New York	400 Madison Ave.
		Detroit	2457 Woodward Ave.
		Chicago	64 E. Lake St.
96A	Meek, J. Leslie	San Francisco	557 Market St.
96B	Metropolitan Sunday Newspapers	New York	220 East 42nd St.
		Chicago	Tribune Tower
97	Middleton-Kimball Company	Chicago	540 N. Michigan Ave.
		New York	67 W. 44th St.
		Philadelphia	Real Estate Trust Building
		Pittsburgh	604 Chamber of Com. Bldg.
98	Mid-South Dailies	Memphis	303 Sterick Building
		New York	369 Lexington Ave.
		Chicago	605 N. Michigan Ave.
		St. Louis	Insurance Exchange Building
		Detroit	7338 Woodward Ave.
		Kansas City	114 West 10th St.
99	Mitchell, Ralph W.	Kansas City	21 W. 10th St. Building
100	Mitchell-Ruddell-Hudden, Inc.	New York	295 Madison Ave.
		Chicago	180 N. Michigan Ave.
		Kansas City	21 W. 10th St.
		St. Louis	Star Building
101	Mogensen, M. C. & Company, Inc.	Chicago	360 N. Michigan Ave.
		New York	21 East 40th St.
		Detroit	3084 W. Grand Boulevard
		St. Louis	411 North Tenth St.
		Portland	520 S. W. Sixth St.
		San Francisco	220 Bush St.
		Los Angeles	433 S. Spring Street
		Seattle	603 Stewart St.
102	Mohr, Lee J.	Chicago	435 N. Michigan Ave.
103	Morton Company, Wm. J.	New York	200 Fifth Ave.
		Chicago	410 N. Michigan Ave.
104	Mulligan, Ralph R.	New York	441 Lexington Ave.
		Chicago	See C. J. Anderson Special Agy.
104A	Munro, George E.	New York	500 Fifth Ave.
	N		
105	Neville & Hitchings, Inc.	Philadelphia	12 S. 12th St.
106	Newspaper Associates, Inc.	New York	210 E. 43rd St.
		Chicago	307 N. Michigan Ave.
107	New Jersey Newspapers, Inc.	Chicago	123 W. Madison St.
		New York	25 E. 26th St.
		Newark, N. J.	487 Orange St.
		Philadelphia	1524 Chestnut St.
108	Noee, Rothenburg & Jann, Inc.	New York	10 E. 40th St.
		Chicago	360 N. Michigan Blvd.
		Detroit	8-240 General Motors Bldg.
		Atlanta	Glenn Building
		Kansas City	114 W. 10th St.
		San Francisco	351 California St.
109	Northwest Daily Press Association	Minneapolis	Palace Building
110	Nourse, Norman C.	Los Angeles	309 Western Pacific Building
	O		
111	O'Flaherty's New York Suburban List, Inc.	New York	228 E. 45th St.
112	Oklahoma Dailies	Chicago	410 N. Michigan Ave.
		New York	2 W. 43rd St.
113	O'Mara & Ormsbee, Inc.	New York	270 Madison Ave.
		Chicago	122 S. Michigan Ave.
		Los Angeles	Western Pacific Building
		San Francisco	Russ Building
		Detroit	General Motors Building
114	Osborn, Guy S., Scolaro & Meeker, Inc.	Chicago	360 N. Michigan Ave.
		New York	270 Madison Ave.
		Detroit	8-241 General Motors Bldg.
		St. Louis	205 Globe-Democrat Building
	P		
115	Patterson, Kellogg M.	Chicago	333 N Michigan Ave.
115A	Payne-Hall	Los Angeles	115 S. Broadway
116	Powers-Andrews, Inc.	New York	110 E. 42nd St.
		Chicago	400 N. Michigan Ave.
		Detroit	New Center Building
		Boston	Globe Building
		San Francisco	Russ Building
		Kansas City	Interstate Building
		Los Angeles	Chamber of Commerce Bldg.
116A	Phillipines Agency Service Co.	New York	33 W. 42nd St.
117	Powers, E. J. & Co.	Chicago	75 E. Wacker Drive
118	Powers & Stone, Inc.	Chicago	38 S. Dearforn St.

(*Continued on page* 120)

LEADERSHIP ★



The spirit of Progress . . . that pioneering urge which created the China Clipper and conquered eight thousand miles of ocean . . . is the spirit

that since 1840 has motivated Morrill in the development of the world's finest, most widely used news printing inks. ★ ★ ★ Generations of skilled research, lifetimes of painstaking experimentation, coupled with relentless practical testing of every new development, have made Morrill Inks the "Standard of the Newspaper World."

★ LEADERSHIP!

Newspaper color comic advertising nearly doubled last year — tripled in three years — increased **twenty-five times** since 1931. MORRILL—**world's largest maker of news black and colors—leads** in the development of inks for comic and newspaper magazine printing and supplies a large percentage of color ink used in newspaper printing.

MORRILL INKS

"STANDARD OF THE NEWSPAPER WORLD"

GEO. H. MORRILL CO.

Division

GENERAL PRINTING INK CORPORATION

100 Sixth Avenue **New York, N.Y.**

Factories — Norwood, Mass. • Tacony, Philadelphia, Pa. • Chicago, Ill. • San Francisco, Calif.
Branches — Boston • New York • Philadelphia • Detroit • Chicago • St. Louis
Minneapolis • Fort Worth • Los Angeles • San Francisco • Seattle

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

(*Continued from page* 118)

Key	Firm Name	City	Office Address
119	Prudden, King & Prudden, Inc.	New York	1250 Sixth Ave.
		Chicago	180 N. Michigan Ave.
		Denver	711 Buss Terminal Building
		San Francisco	681 Market St.
120	Publishers' A. & M. Service Co.	New York	122 East 42nd St.
	R		
121	Randall, D. J. & Co.	New York	19 W. 44th St.
122	Reed, W. W.	Chicago	189 W. Madison St.
123	Reynolds-Fitzgerald, Inc.	New York	515 Madison Ave.
		Chicago	360 N. Michigan Ave.
		Detroit	8-269 General Motors Bldg.
		Philadelphia	1734 Land Title Building
		Seattle	610 Lloyd Building
		San Francisco	58 Sutter St.
		Los Angeles	117 West Ninth St.
124	Rockwood, Ralph K.	Chicago	180 N. Michigan Ave.
	S		
125	Samuelson, Earnest A.	Kansas City	306 Candler Building
126	Sawyer-Ferguson-Walker Co.	Chicago	Palmoliver Building
		New York	220 E. 42nd St.
		Detroit	New Center Building
127	Scheerer, Inc.	Chicago	35 East Wacker Drive
		New York	415 Lexington Ave.
128	Schulenburg, Carl A.	St. Louis	609 Security Building
129	Scripps-Howard Newspapers—National Advertising Dept.	Chicago	400 N. Michigan Ave.
		New York	230 Park Ave.
		Atlanta	101 Marietta St.
		Detroit	General Motors Building
		Dallas	Athletic Building
		Philadelphia	260 S. Broad St.
		Los Angeles	1031 S. Broadway
		San Francisco	814 Mission St.
130	Sears, A. T. & Sons, Inc.	Chicago	520 N. Michigan Ave.
131	Sears, H. P.	New York	320 E. 42nd St.
132	Shattuck, C. H.	Chicago	333 N. Michigan Ave.
133	Shull, Karl J.	Los Angeles	518 Chamber of Commerce Bg.
134	Simmonds, R. W. Company	New York	205 East 42nd St.
135	Small, Spencer, Brewer, Inc.	Chicago	307 N. Michigan Ave.
		New York	250 Park Avenue
		Boston	80 Boylston St.
		San Francisco	235 Montgomery St.
		Los Angeles	1151 S. Broadway
136	Smith, A. F., Special Agency	Philadelphia	3410 North 20th St.
137	Story, Brooks & Finley, Inc.	New York	New York Central Building
		Chicago	75 East Wacker Drive
		Philadelphia	2202 Fidelity Trust Building
		Cleveland	1900 Euclid Avenue
		San Francisco	See H. H. Conger Company
137A	Swasey, Edgar, Jr.	San Francisco	Monadnock Building
	T		
138	Texas Daily Press League, Inc.	Chicago	180 N. Michigan Ave.
		New York	60 East 42nd St.
		Dallas	507 Mercantile Building
		Kansas City	301 Interstate Building
		St. Louis	505 Insurance Exchange Bldg.
		Los Angeles	1015 New Orpheum Building
		San Francisco	155 Sansome St.
139	Theis & Simpson Company, Inc.	New York	369 Lexington Ave.
		Chicago	605 N. Michigan Ave.
		Detroit	7338 Woodward Ave.
		Kansas City	114 W. 10th St.
		St. Louis	Insurance Exchange Building
140	Townsend, Morris D.	Denver	711 Bus Terminal Building
141	Transon, C. A. Company	San Francisco	110 Sutter St.
142	Tyler, M. L.	Boston	80 Boylston St.
142A	Tuerke, Carl W.	Seattle	824 Skinner Building
	V		
143	Veres & Conklin, Inc.	New York	285 Madison Ave.
		Chicago	333 N. Michigan Ave.
		Detroit	321 Lafayette Blvd.
		San Francisco	5 Third St.
	W		
144	Wallis, J. S. & Son	Chicago	75 E. Wacker Drive
145	Ward, James H.	Detroit	12-226 General Motors Bldg.
146	Ward, William D.	New York	254 West 31st St.
147	Welshar, L. I.	Chicago	1418 Century Building
148	Williams, S. H. & Company, Inc.	Chicago	400 N. Michigan Ave.
		New York	507 Fifth Ave.
		San Francisco	220 Montgomery St.
		Los Angeles	1031 S. Broadway
149	Williams, Lawrence & Cresmer Co.	New York	285 Madison Ave.
		Chicago	360 N. Michigan Ave.
		Detroit	10-169 General Motors Bldg.
		San Francisco	210 Chronicle Building
		Los Angeles	433 S. Spring St.
150	Woodward, John B., Inc.	New York	110 E. 42nd St.
		Chicago	400 N. Michigan Ave.
		Detroit	641 New Center Building
		Boston	244 Washington St.
		Kansas City	Interstate Building
		San Francisco	Russ Building
		Los Angeles	Chamber of Commerce Bldg.
150A	Woolley, Carlatta A.	San Francisco	625 Market St.
151	Wright, Fred Company	St. Louis	Insurance Exchange Building
		Cincinnati	1112 Keith Building
	Y		
152	Young, Thomas J.	New York	461 Eighth Ave.

CANADIAN REPRESENTATIVES

Key	Firm Name	City	Office Address
C1	Acker, J. G.	Toronto	68 King St., Rm. 310
C2	Ashton, T. L.	Toronto	372 Bay St.
C3	Cherry, William T.	Toronto	137 Wellington St.
C4	Crowley, W. J.	Montreal	231 St. James St., W.
C5	Ford, A. E.	Toronto	74 King St., West
C6	Gagnier, R. L.	Montreal	LaPatrie Building
C7	Hars, R. B.	Montreal	1106 Dominion Sq. Bldg.
C8	Henderson, J. B.	Montreal	904 McGill Building
C9	Hill, James	Toronto	210 Mannings Chambers
C10	Hogan, John	Toronto	501 Atlas Building
C11	Houston, Wm.	Toronto	1206 Canadian Perman't Bldg.
C12	Martin, L. G.	Toronto	1511 Metropolitan Building
C13	McBride, J. P.	Hamilton, Ont.	25 Hughson St., South
C14	McGillivray, M. W.	Toronto	390 Bay St.
C15	McPhee, D. C.	Montreal	Castle Building
C16	Marshall, George	Toronto	Bank of Hamilton Building
C17	Mears, Fred C.	Ottawa	302 Victoria Building
C19	Payson, Frank E.	Vancouver	198 Hastings St.
C20	Pearce Co., W. S.	Vancouver	198 Hastings St., West
C21	Pearson, C. M.	Toronto	80 King St., West
C22	Rathbone, J. B.	Toronto	110 Church St.
		Montreal	Canada Cement Bldg
C23	Rice, Walker C.	Toronto	Canada Permanent Building
C24	Ross, S. L.	Toronto	213 Metropolitan Building
C25	Sampson, A. G.	Toronto	330 Bay St.
C26	Sandison, Harry M.	Montreal	225 Confederation Building
C27	Southam Newspapers	Toronto	350 Bay St.
		Montreal	Southern Building
C27a	Squair, D. Ross	Vancouver, B. C.	711 Hall Bldg.
C28	Stephenson, Harold E.	Toronto	320 Bay Street
C29	Thompson, F. W.	Toronto	714 New Wellington Bldg.
C30	Vatcher, T. G.	Toronto	1007 Canadian Perman't Bldg.
C31	Wilson, F. J.	Montreal	544 Canada Cement Bldg.
C32	Wright, T. M.	Hamilton, Ont.	

ENGLISH REPRESENTATIVES

Key	Firm Name	City	Office Address
E1	Clougher, Corp.	London, Eng.	20 Craven St., W. C.
E2	Smythe, F. A.	London, Eng.	34 Ludgate Hill, E. C.
E3	Walford, V. A., Ltd.	London, Eng.	1-3 Regent St., S.W. 1

THE GRIDIRON CLUB, WASHINGTON

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BURGESS CHROME MATS

If your paper doesn't look as well as you think it should —

If you are using too much ink —

If you are losing too much lineage through mat shrinkage —

If your stereotype costs seem too high for the results achieved —

Don't hesitate. Call in a Burgess Representative.

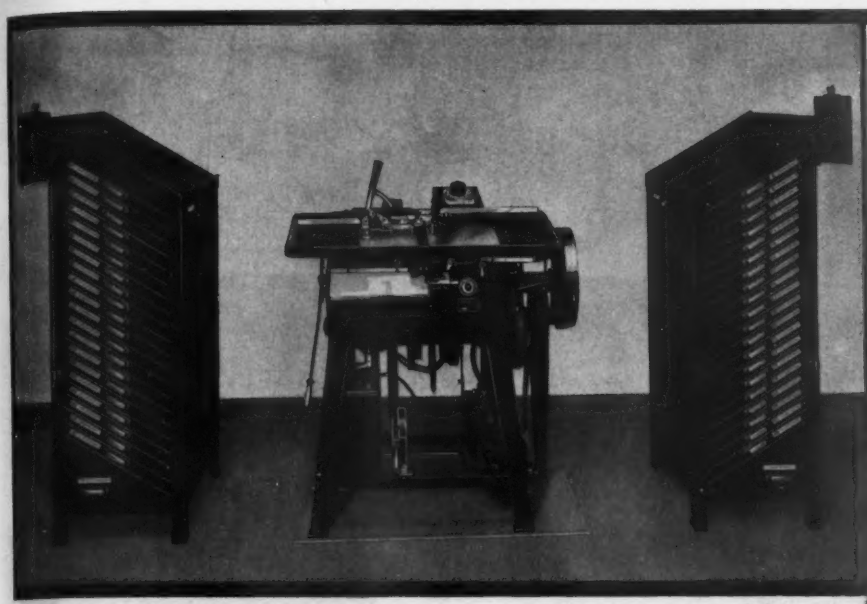
There's no obligation and he is trained to help "lick" your troubles.

CHROME MATS
A LABORATORY PRODUCT

BURGESS CELLULOSE COMPANY
Freeport, Illinois A246

Pacific Coast Representative, RALPH LEBER,
426 Polson Bldg., Seattle, Washington

BURGESS CHROME MATS



Why the Ludlow is used in so many newspaper composing rooms—

Because it improves the typography of the paper and thus promotes linage sales.

Because its effectively designed typefaces are popular with advertisers.

Because its straight-line method of production eliminates needless operations and thus cuts costs of production.

Because type supply can never run out, since the compositor sets up matrices. The resources of the composing room for setting advertising display are therefore unlimited.

Because of many other reasons which will be gladly presented on request.

Ludlow Typograph Company, 2032 Clybourn Ave., Chicago

Some of the newer Ludlow Typefaces

Composing Room

24 Point Ludlow 30-L Karnak Light

For Bold Display

24 Point Ludlow 30-M Karnak Medium

Printers Laud the Ludlow System

24 Point Ludlow 30-MEC Karnak Obelisk

Popular Printer

24 Point Ludlow 30-H Karnak Black

Advertising Campaigns

24 Point Ludlow 30-HC Karnak Black Condensed

Design in Modern Mode

24 Point Ludlow 37-L Eden Light

New Tall Style Design

24 Point Ludlow 37-B Eden Bold

New Script Typeface

24 Point Ludlow 36-BIC Mandate

FINE PRINTING

24 Point Ludlow No. 34 Umbra

This advertisement set in the Ludlow Karnak family.

Specimen sheets with showings of all sizes of the above typefaces will be gladly sent you on request.

The Elrod—

The Elrod produces high quality leads, slugs, rules, and base, with notable economy.

The strip material produced is free from brittle breaks or welds.

Elrod base has been found in actual experience to stand up under the most severe stereotyping pressure.

An ample supply of Elrod strip material makes for efficient composing room operation.

LUDLOW TYPOGRAPH CO.

2032 Clybourn Avenue, Chicago, Ill.

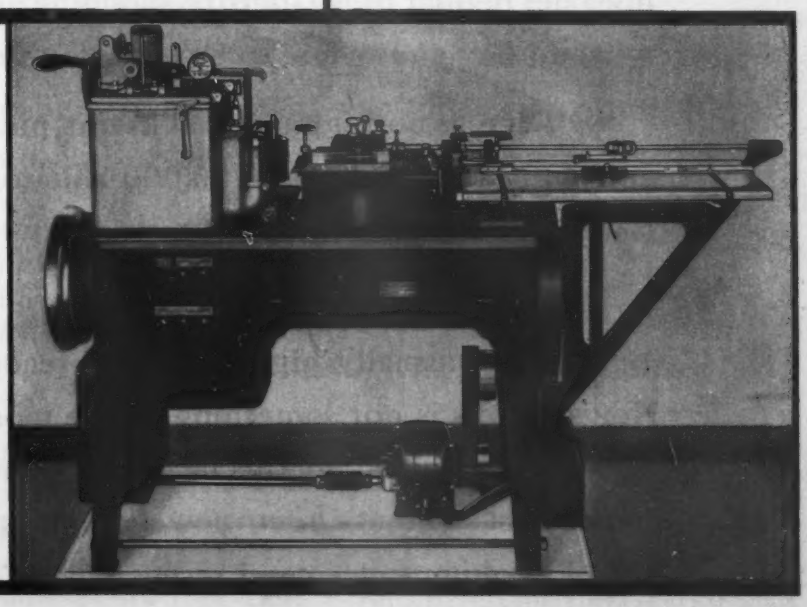


Photo by Clyde T. Brown.

IN the *evening* — at *home* — shopping-wise Mrs. Chicago and her trusted Daily News go into a conference. This is when she does her regular *night-before* shopping — this is when she decides what to buy and where to buy it *tomorrow*.

There is nothing unusual in this picture — it's a sixty-year-old custom in the more than 400,000 able-to-buy homes in which the Daily News is the *preferred* newspaper.

■ ■ ■

The unusually high degree of reader confidence The Daily News enjoys is not something of the moment. It's the result of consistently publishing this newspaper on the basis that *the reader comes first* and that a *home* newspaper is under definite obligation to keep its columns clean and respectable. This policy is reflected in

every issue of the Daily News — in its high editorial standards, its wholesome features, its clean, impartial news columns and, last but not least, in its censored advertising columns.

To keep faith with its readers The Daily News refuses hundreds of thousands of dollars in advertising revenue every year. Last year the other newspapers in Chicago printed one million nine hundred thousand lines of advertising The Daily News considered unworthy of place in a home newspaper.

Because of this policy The Daily News enjoys the full confidence of its readers. They believe what they read in their trusted home newspaper and they *buy with confidence* from Daily News advertisers. And because more able-to-buy Chicago families *actually buy* from advertising in the Daily News it's Chicago's most profitable advertising medium.

■ ■ ■

That the advertisers recognize and appreciate the advertising superiority of The Daily News is evidenced in the linage records, as far back as they go. Maintaining its advertising leadership, in 1935 The Daily News carried over a million lines *more* total display advertising, over a million lines *more* retail advertising and over a million lines *more* department store advertising than any other newspaper in Chicago—morning, evening or Sunday.

Tonight, when Mrs. Chicago settles down for a long, leisurely visit with her favorite newspaper and shopping guide, will you be there? Tomorrow—as surely as the sun rises—SHE'S GOING TO BUY!

THE CHICAGO DAILY NEWS

-Chicago's Home Newspaper

GEORG A. McDEVITT CO., National Advertising Representatives, NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

The Ready Reckoner

Circulations and Advertising Rates of 390 Morning, 1560 Evening, and 518 Sunday Newspapers of U. S., Detailed on Preceding Pages, Are Summarized by States and Nationally—Similar Data for Canadian Newspapers by Provinces

State	POPULATION 1930 CENSUS	Number of English Language Daily Newspapers (U. S.)			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIRC.	TOTAL SUNDAY ADV. RATES
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alabama	2,646,248	3	19	22	91,387	251,079	342,466	$.295	$.998	$1.293	9	215,057	$.768
Arizona	453,573	5	6	11	53,329	35,367	88,696	.224	.259	.483	5	51,317	.251
Arkansas	1,854,482	5	34	39	88,848	111,824	200,672	.27	.924	1.194	10	157,125	.49
California	5,677,251	35	100	135	910,093	1,280,499	2,190,592	3.21	5.629	8.839	28	1,640,573	4.002
Colorado	1,035,791	5	23	28	56,246	230,157	286,403	.295	.992	1.287	7	397,639	.99
Connecticut	1,606,903	6	23	29	109,640	352,118	461,758	.353	1.248	1.601	6	218,898	.665
Delaware	238,380	1	1	2	12,797	40,369	53,166	.07	.07	.14	1	9,400	.06
District of Columbia	386,869	2	3	5	206,216	311,834	518,050	.40	.67	1.07	3	416,169	.80
Florida	1,468,211	12	30	42	195,575	199,123	394,698	1.03	1.329	2.359	22	361,845	1.495
Georgia	2,908,506	6	22	28	175,045	281,477	456,522	.475	1.026	1.501	14	532,250	1.15
Idaho	445,032	4	14	18	33,316	57,873	91,189	.20	.516	.716	5	42,219	.25
Illinois	7,630,654	10	89	99	1,277,850	1,728,621	3,006,471	2.287	5.272	7.559	18	2,440,356	3.887
Indiana	3,238,503	15	89	104	305,278	796,077	1,101,355	.903	3.482	4.385	17	424,421	1.265
Iowa	2,470,939	4	43	47	196,020	578,207	774,227	.405	2.30	2.705	9	468,385	1.20
Kansas	1,880,999	6	52	58	114,883	333,764	448,647	.355	1.976	2.331	9	251,311	.738
Kentucky	2,614,589	7	24	31	141,078	255,741	396,819	.379	1.182	1.561	11	255,699	.885
Louisiana	2,101,595	7	10	17	200,606	184,480	385,086	.665	.67	1.335	5	293,036	.73
Maine	797,423	5	6	11	104,622	71,481	176,103	.31	.29	.60	1	43,837	.08
Maryland	1,631,526	5	8	13	163,620	378,759	542,379	.363	.785	1.148	3	437,006	.92
Massachusetts	4,249,614	10	52	62	1,048,683	1,283,878	2,332,561	1.88	4.45	6.33	12	1,511,493	2.92
Michigan	4,842,325	6	51	57	301,901	1,110,712	1,412,613	.726	3.645	4.371	13	1,173,279	2.346
Minnesota	2,563,953	4	29	33	179,444	584,678	764,122	.475	1.944	2.419	6	563,864	1.22
Mississippi	2,009,821	4	14	18	40,835	101,442	142,277	.155	.61	.765	6	94,271	.188
Missouri	3,629,367	8	48	56	587,707	953,478	1,541,185	1.133	2.579	3.712	14	969,326	2.288
Montana	537,606	11	9	20	68,138	34,639	102,877	.375	.326	.701	11	83,185	.523
Nebraska	1,377,963	5	17	22	147,060	217,400	364,460	.41	.869	1.279	6	303,737	.78
Nevada	91,058	1	7	8	4,679	22,066	26,745	.04	.198	.238	1	5,034	.06
New Hampshire	465,293	1	8	9	18,784	49,839	68,623	.06	.243	.303	...	.....	.....
New Jersey	4,041,334	7	27	34	140,816	616,278	757,094	.605	2.085	2.69	6	192,780	.705
New Mexico	423,317	2	12	14	18,644	43,253	61,897	.10	.425	.525	3	21,582	.13
New York	12,588,066	33	86	119	3,801,960	3,110,075	6,912,049	7.644	9.19	16.834	30	7,081,935	9.036
North Carolina	3,170,276	10	27	37	169,271	188,455	357,726	.604	1.15	1.754	11	278,940	1.03
North Dakota	680,845	2	9	11	19,201	52,641	71,842	.08	.355	.435	2	44,016	.16
Ohio	6,646,697	9	106	115	440,080	1,867,055	2,307,135	1.115	6.332	7.447	19	1,159,774	2.655
Oklahoma	2,396,040	17	52	68	145,717	366,777	512,494	1.005	2.055	3.06	46	480,319	2.517
Oregon	953,786	6	19	25	128,415	239,411	367,826	.435	1.02	1.455	8	279,591	.77
Pennsylvania	9,631,350	34	114	148	1,082,977	2,248,048	3,331,025	2.78	7.269	10.049	12	1,820,193	2.97
Rhode Island	687,497	2	6	8	46,802	174,053	220,855	.172	.552	.724	2	99,279	.24
South Carolina	1,738,765	6	10	16	101,174	70,946	172,120	.32	.401	.721	7	115,522	.54
South Dakota	692,849	2	16	18	9,052	100,272	109,324	.065	.675	.74	3	30,813	.18
Tennessee	2,616,556	5	20	25	284,475	363,985	648,460	.60	1.134	1.734	11	450,518	1.10
Texas	5,824,715	24	101	125	508,316	880,821	1,389,137	1.653	4.296	5.949	64	1,096,730	4.477
Utah	507,847	2	5	7	52,008	78,082	130,090	.105	.29	.395	3	90,173	.29
Vermont	359,611	2	7	9	30,886	30,357	61,243	.125	.204	.329	...	.....	.....
Virginia	2,421,851	10	21	31	188,821	225,053	413,874	.542	1.022	1.564	11	217,452	.715
Washington	1,563,396	9	23	32	192,540	412,933	605,473	.73	1.634	2.364	11	464,316	1.185
West Virginia	1,729,205	9	22	31	114,410	154,565	268,975	.503	.843	1.346	9	193,743	.74
Wisconsin	2,939,006	2	40	42	116,138	634,274	750,412	.23	2.436	2.666	6	448,493	1.01
Wyoming	225,565	4	6	10	9,038	26,788	35,826	.14	.255	.395	2	13,283	.11
Total of U. S. English-Language Daily Newspapers	122,775,046	390	1,560	1,950	14,434,431	23,721,109	38,155,540	$37.296	$88.105	$125.401	518	28,147,343	59.664
Territory of Hawaii	.....	2	2	4	16,017	26,220	42,237	.11	.13	.24	3	26,224	.16
For Comparative Purposes:													
Newspapers as of Oct. 1, 1934		385	1,544	1,929	13,944,251	22,764,759	36,709,010	$35.835	$85.565	$121.400	505	26,544,516	$60.306
Newspapers as of Oct. 1, 1933		378	1,533	1,911	13,206,705	21,968,533	35,175,238	$35.126	$85.221	$120.347	506	24,040,630	$60.535
Newspapers as of Oct. 1, 1932		380	1,533	1,913	13,711,382	22,696,297	36,407,297	$35.250	$84.469	$119.719	518	24,859,888	$61.330
Newspapers as of Oct. 1, 1931		384	1,539	1,923	14,342,790	24,418,397	38,761,187	$36.821	$86.637	$123.458	513	25,701,798	$61.571

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	POPULATION 1936 CENSUS	Number of Daily Newspapers			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIRC.	TOTAL SUNDAY ADV. RATES
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alberta	731,605	1	5	6	8,742	96,328	105,070	$.07	$.35	$.42	....	.....	....
British Columbia	694,263	4	8	12	34,100	169,159	203,259	.18	.51	.69	2	16,656	$.065
Manitoba	700,139	1	5	6	17,489	84,255	101,744	.08	.26	.34	....	.....	....
New Brunswick	408,219	2	4	6	23,439	21,370	44,809	.085	.129	.214	....	.....	....
Nova Scotia	512,846	2	7	9	44,210	64,894	109,104	.13	.254	.384	....	.....	....
Ontario	3,431,683	6	33	39	244,981	734,492	979,473	.62	1.748	2.368	1	311,063	.35
Prince Edward Island	88,038	1	1	2	5,529	4,134	9,663	.03	.02	.05	....	.....	....
Quebec	2,874,255	5	11	16	104,010	418,426	522,436	.37	1.013	1.383	1	42,047	.10
Saskatchewan	921,785	0	5	5	.....	65,971	65,971	...	.33	.33	....	.....	....
Total Canadian Dailies	10,362,833	22	79	101	482,500	1,659,027	2,141,527	$1.565	$4.614	$6.179	4	369,766	$.535
Canadian Dailies as of Oct. 1, 1934		22	80	102	429,130	1,586,688	2,015,828	$1.56	$4.565	$6.125	3	306,155	$.495
Canadian Dailies as of Oct. 1, 1933		23	79	102	464,262	1,533,831	1,998,093	$1.565	$4.401	$5.966	3	240,109	$.395
Canadian Dailies as of Oct. 1, 1932		22	82	104	461,857	1,581,797	2,043,654	$4.535	$4.502	$6.037	5	348,233	$.625
Canadian Dailies as of Oct. 1, 1931		25	82	107	496,970	1,606,152	2,103,122	$1.665	$4.487	$6.152	5	432,029	$.575

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The largest circulation in the World of any single medium or any group

6,018,297

Metropolitan Weekly

Gravure Comics Color

METROPOLITAN SUNDAY NEWSPAPERS, Inc.

Baltimore SUN-Boston GLOBE-Buffalo TIMES-St. Louis GLOBE-DEMOCRAT Cleveland PLAIN DEALER-Detroit NEWS-New York NEWS-Chicago TRIBUNE St. Louis POST-DISPATCH-Philadelphia INQUIRER-Pittsburgh PRESS-Washington STAR

Advertising Offices
NEW YORK-CHICAGO & SAN FRANCISCO

Metropolitan's circulation figures are always based on A. B. C. six months' averages — never a one day's count or print order figures.

6,018,297 with St. Louis Globe-Democrat
6,072,675 with St. Louis Post-Dispatch
6,271,641 with both St. Louis papers

PRINCIPAL NEWSPAPER CHAINS OF UNITED STATES AND CANADA

BLACK NEWSPAPERS—Fargo (N. D.) Forum, Minot (N. D.) News & Otpic-Reporter. Jenny C. Black, Pres., Fargo, N. D., Hal. S. Davies, Pres., Minot, N. D.

PAUL BLOCK NEWSPAPERS—Newark (N. J.) Star-Eagle, Pittsburg (Pa.) Post-Gazette, Toledo (O.) Blade, Toledo Times, Duluth (Minn.) Herald, Duluth (Minn.) News-Tribune, Milwaukee (Wis.) Sentinel. Paul Block, Pres., 247 Park Ave., New York City.

E. M. BODDY NEWSPAPERS—Los Angeles (Cal.) Illustrated Daily News, Evening Post-Record. E. Manchester Boddy, Pres., 123 E. Pico St., Los Angeles, Cal.

BOOTH NEWSPAPERS, INC.—Grand Rapids (Mich.) Press, Flint (Mich.) Journal, Kalamazoo (Mich.) Gazette, Saginaw (Mich.) News, Jackson (Mich.) Citizen Patriot, Muskegon (Mich.) Chronicle, Bay City (Mich.) Times, Ann Arbor (Mich.) News. Booth Newspapers, Inc., 2500 Buhl Building, Detroit, Mich.

BRUSH-MOORE NEWSPAPERS—Canton (O.) Repository, Steubenville (O.) Herald-Star, Marion (O.) Star, East Liverpool Review, Portsmouth Times, Salem (O.) News. L. H. Brush, Pres., Canton, Ohio.

HARRY F. BYRD NEWSPAPERS—Harrisonburg (Va.) News-Record, Winchester (Va.) Star. Hon. Harry F. Byrd, Pres.

CAPPER NEWSPAPERS — Topeka (Kan.) Capital, Kansas City (Kan.) Kansan. Senator Arthur Capper, Pres., Topeka, Kan.

CENTRAL NEWSPAPERS, INC.—Huntington (Ind.) Herald-Press; Vincennes (Ind.) Sun-Commercial; Altus (Okla) Times-Democrat; Alva (Okla.) Review-Courier; Clinton (Okla.) Daily News; Elk City (Okla.) Daily News; El Reno (Okla.) Daily Tribune; Hobart (Okla.) Democrat-Chief; Mangum (Okla.) Daily Star; Lebanon (Ind.) Daily Reporter affiliated with, but not owned by, Central Newspapers, Inc. E. S. Pulliam, Lebanon, Ind., President; N. G. Mason, Lebanon, Ind., Secy.-Treas.

COPLEY PRESS, INC.—San Diego (Cal.) Union, Evening Tribune, Aurora (Ill.) Beacon-News, Elgin (Ill.) Courier-News, Joliet (Ill.) Herald News. Ira C. Copley, Pres., San Diego, Cal.

SOUTHERN CALIFORNIA ASSOCIATED NEWSPAPERS—Alhambra (Cal.) Post-Advocate, Burbank (Cal.) Press, Culver City (Cal.) Star-News, Glendale (Cal.) News-Press, Hermosa Beach (Cal.) Breeze, Monrovia (Cal.) News-Post, Redondo (Cal.) South Bay Daily Breeze, San Pedro (Cal.) News-Pilot, Eagle Rock (Cal.) News-Press, Venice (Cal.) Evening Vanguard. Clark F. Waite, Pres.; Ira C. Copley, Chairman of the Board; 839 Security Building, Los Angeles, Cal.

JAMES M. COX NEWSPAPERS—Dayton (O.) News, Springfield (O.) News, Springfield (O.) Sun, Miami (Fla.) News. Hon. James M. Cox, Pres., Dayton, Ohio.

LEIGH DANENBERG NEWSPAPERS—Bridgeport (Conn.) Herald, South Norwalk (Conn.) Sentinel. 299 Lafayette St., Bridgeport, Conn.

DECATUR NEWSPAPERS, INC., publishers of Decatur Herald, Decatur Daily Review and Sunday Herald and Review, and owners of EAST SHORE NEWSPAPERS, INC., publisher of East St. Louis Journal, and EVENING COURIER CO., publisher of Urbana (Ill.) Evening Courier.

GEO. B. DOLLIVER NEWSPAPERS—Conine Pub. Co. Big Rapids (Mich.) Pioneer Cheboygan (Mich.) Tribune, Manistee (Mich.) News-Advocate, Hancock (Mich.) Copper Journal. Geo. B. Dolliver, Pres., Moon-Journal Pub. Co.; Battle Creek (Mich.) Moon-Journal, Geo. B. Dolliver, Pres.; Herald-Record Co., Traverse City (Mich.) Record-Eagle, A. C. Batdorff, Pres.; Geo. B. Dolliver, Vice-Pres.

DOW JONES & CO. NEWSPAPERS—Wall Street Journal, New York; Boston News Bureau, Boston; Philadelphia Financial Journal, Philadelphia; Wall Street Journal, San Francisco, owned by Financial Press Companies of America, 44 Broad St., New York. Kenneth C. Hogate, president.

EWING NEWSPAPERS — Shreveport (La.) Times, Monroe (La.) World, Monroe News-Star. John D. Ewing, Pres., Shreveport, La.

FEDERATED PUBLICATIONS, INC.—Grand Rapids (Mich.) Herald, Lansing (Mich.) State Journal, Battle Creek (Mich.) Enquirer & News. A. L. Miller, Pres., Battle Creek, Mich.

FENTRESS-MARSH NEWSPAPERS — Austin (Tex.) American-Statesman, Waco (Tex.) News-Tribune, Waco Times-Herald, Port Arthur (Tex.) News, Breckenridge (Tex.) American, Cleburne (Tex.) Times-Review, Mineral Wells (Tex.) Index, Ranger (Tex.) Times, Eastland (Tex.) Telegram, Cisco (Tex.) News, also interest in Wichita Falls (Tex.) Times and Record-News, and Texarkana (Tex.-Ark.) Gazette-News.

FRANK E. GANNETT NEWSPAPERS—Rochester (N. Y.) Times-Union, Rochester Democrat & Chronicle, Hartford (Conn.) Times, Albany (N. Y.) Knickerbocker Press, Albany Evening News, Utica (N. Y.) Observer-Dispatch, Utica Press, Elmira (N. Y.) Star-Gazette & Advertiser, Elmira Sunday Telegram, Newburgh-Beacon (N. Y.) News Plainfield (N. J.) Courier-News, Ithaca (N. Y.) Journal, Olean (N. Y.) Times-Herald (minority interest), Ogdensburg (N. Y.) Journal, Malone (N. Y.) Telegram, Danville (Ill.) Commercial-News, Saratoga Springs (N. Y.) Saratogian, Frank E. Gannett, Pres., Rochester, N. Y.; Frank E. Tripp, Gen. Mgr., Elmira, N. Y.

GUY P. GANNETT NEWSPAPERS—(Gannett Publishing Co., Inc.) Augusta (Me.) Kennebec Journal; Portland (Me.) Press Herald, Evening Express, Sunday Telegram; Waterville (Me.) Sentinel. Guy P. Gannett, Pres., Portland, Me.

F. F. GARSIDE NEWSPAPERS—Las Vegas (Nev.) Review-Journal, Tonopah (Nev.) Times-Bonanza.

GORE NEWSPAPERS—Daytona Beach (Fla.) Sun-Record, DeLand (Fla.) Sun-News, Fort Lauderdale (Fla.) News. Robert H. Gore, Pres., 209 So. La Salle st., Chicago, Ill.

GRANDON GROUP—Sterling (Ill.) Daily Gazette, La Salle (Ill.) Daily Post-Tribune, Carroll County Free Press, (weekly), Milledgeville, Ill. D. W. Grandon, Pres.

E. J. HANCOCK-LUTHER D. BRADEN NEWSPAPERS—Greensburg (Ind.) News, Rushville (Ind.) Republican, Rushville Telegram. E. J. Hancock, Pres., Greensburg, Ind.

W. R. HEARST NEWSPAPERS—New York American, New York Journal, Boston American and Sunday Advertiser, Baltimore News & Post and Sunday American, Chicago American, Chicago Herald & Examiner, San Francisco Examiner, San Francisco Call-Bulletin, Oakland Post-Enquirer, Los Angeles Examiner, Los Angeles Herald & Express, Seattle (Wash.) Post-Intelligencer, Atlanta Georgian and Sunday American, Washington (D. C.) Herald, Washington Times, Albany (N. Y.) Times-Union, Syracuse (N. Y.) Journal and Sunday American, Rochester (N. Y.) Journal and Sunday American, Detroit Times, Milwaukee Wisconsin News, San Antonio Light, Pittsburgh Sun-Telegraph, Omaha (Neb.) Bee-News. W. R. Hearst, Pres., care Hearst Publications, 8th Ave. and W. 57th st., New York, N. Y.

HOWE NEWSPAPERS—Atchison (Kan.) Globe, Amarillo (Tex.) Globe, Amarillo News, Fall City (Neb.) Journal, Midland (Tex.) Reporter-Telegram, Lubbock (Tex.) Avalanche & Journal. Wilbur C. Hawk, Pres., Amarillo, Tex.

KNIGHT NEWSPAPERS—Akron (O.) Beacon-Journal, Massillon (O.) Independent. John S. Knight, Pres. and Editor, Akron, Ohio.

EDGAR KOEHL NEWSPAPERS—Ashland (Ohio) Times-Gazette, Galion (Ohio) Inquirer. Edgar Koehl, Pres., Ashland, Ohio.

LEE SYNDICATE NEWSPAPERS—Davenport (Ia.) Times, Davenport Democrat & Leader, Ottumwa (Ia.) Courier, Muscatine (Ia.) Journal, Mason City (Ia.) Globe-Gazette & Times, Madison (Wis.) State Journal, La Crosse (Wis.) Tribune & Leader-Press, Hannibal (Mo.) Courier-Post, Kewanee (Ill.) Star-Courier, Lincoln (Neb.) Lincoln (Neb.) State Journal, E. P. Adler, Pres., Davenport, Ia.

LINDSAY NEWSPAPERS — Sarasota (Fla.) Herald, Marion (Ind.) Chronicle, Marion Leader-Tribune. David B. Lindsay, Pres., Marion, Ind.

LUSK-MITCHELL NEWSPAPERS, INC.—Huron (S. D.) Huronite, Yankton (S. D.) Press & Dakotan. W. C. Lusk, Yankton, Pres.; R. D. Lusk, Sec.; Chas. H. Mitchell, Treas.

McCLATCHY NEWSPAPERS — Fresno (Cal.) Bee, Sacramento (Cal.) Bee, Modesto (Cal.) Bee. C. K. McClatchy, Pres., Sacramento, Cal.

W. J. McGIFFIN NEWSPAPERS—Ft. Madison (Ia.) Democrat, Excelsior Springs (Mo.) Standard, Brainerd (Minn.) Dispatch, Pawhuska (Okla.) Journal Capital, Worthington (Minn.) Times. W. J. McGiffin, Pres., 222 Dwight Bldg., Kansas City, Mo.

J. L. MEEKS NEWSPAPERS—Florence (Ala.) Times-News, Sheffield (Ala.) Tri-Cities Daily. J. L. Meeks, Pres., Florence, Ala.

W. S. MUDD NEWSPAPERS—Tuscaloosa (Ala.) News, Rome (Ga.) News-Tribune, Gadsden (Ala.) Times. W. S. Mudd, Pres., 924 Essex Road, Birmingham, Ala.

WALTER MURRAY NEWSPAPERS—Ranger (Tex.) Times, Eastland (Tex.) Telegram. Walter Murray, Pres., Ranger, Tex.

NIXON NEWSPAPERS, INC.—Michigan City (Ind.) Dispatch, Peru (Ind.) Tribune, Wabash (Ind.) Plain Dealer, Elizabethton (Tenn.) Star, Terre Haute (Ind.) Saturday Spectator, Middlesboro (Ky.) News. Mrs. Eugenia Nixon, Pres., Wabash, Ind.

H. C. OGDEN NEWSPAPERS—Wheeling (W. Va.) Intelligencer, Wheeling News, Martinsburg (W. Va.) Journal, Hinton (W. Va.) News, Weirton (W. Va.) Times, Moundsville (W. Va.) Journal, Fairmont (W. Va.) Times, Fairmont West Virginian, Point Pleasant (W. Va.) Register, Elkins (W. V.) Inter-Mountain, Parkersburg (W. Va.) Sentinel, Parkersburg News, Welch (W. Va.) News, Williamson (W. Va.) News, Washington (N. C.) News, and Sutton (W. Va.) Braxton Central (weekly). H. C. Ogden, Pres., Wheeling, W. Va.

R. W. PAGE CORPORATION NEWSPAPERS—Columbus (Ga.) Ledger, Columbus Enquirer-Sun, Bradenton (Fla.) Herald, Wilmington (N. C.) News, Wilmington Star. W. E. Page, Pres., Columbus, Ga.

C. E. PALMER NEWSPAPERS—Texarkana (Tex.-Ark.) Gazette and News, El Dorado (Ark.) Times and News, Hot Springs (Ark.) New Era and Sentinel-Record, Camden (Ark) News, half interest with A. H. Washburn in Hope (Ark.) Star. C. E. Palmer, Pres., Texarkana, Ark.-Tex.

PATTERSON - McCORMICK NEWSPAPERS—Chicago Tribune, New York Daily News. Col. R. R. McCormick and Capt. J. M. Patterson, editors and publishers.

PENINSULA NEWSPAPERS, INC.—Palo Alto (Cal.) Times, Redwood City (Cal.) Tribune. Geo. F. Morell, Pres., Palo Alto, Cal.

S. A. PERKINS NEWSPAPERS—Bellingham (Wash.) Herald, Olympia (Wash.) Olympian. S. A. Perkins, Pres., Tacoma, Wash.

JOHN H. PERRY NEWSPAPERS—Reading (Pa.) Times, Jacksonville (Fla.) Journal, Pensacola (Fla.) Journal and News, Panama City (Fla.) Herald. John H. Perry, Pres., care American Press Association, New York (N. Y.)

W. F. PRISK NEWSPAPERS—Long Beach (Cal.) Press-Telegram, Long Beach Sun, Grass Valley (Cal.) Union. W. F. Prisk, Pres., Long Beach, Cal.

JAMES R. RHODES NEWSPAPERS—Newton (Ia.) Daily News, Missouri Valley (Ia.) Times, Perry (Ia.) Chief, Carroll (Ia.) Herald, Jasper County Record (weekly), Newton, Iowa. James R. Rhodes, Pres., Newton, Ia.

RIDDER BROTHERS NEWSPAPERS—New York Journal of Commerce, New York Staats-Zeitung, and Herold, St. Paul (Minn.) Pioneer Press & Dispatch, St. Paul Daily News, Aberdeen (S. D.) American and News, Grand Forks (N. D.) Herald, minority interest in Seattle (Wash.) Times. J. E. Ridder, Pres., care New York Journal of Commerce.

C. F. RIDENOUR NEWSPAPERS—Piqua (O.) Call, Urbana (O.) Citizen. C. F. Ridenour, Pres., Piqua, O.

C. A. ROWLEY NEWSPAPERS—Ashtabula (O.) Star-Beacon, Geneva (O.) Free Press, Painesville (O.) Telegraph, Conneaut News-Herald. C. A. Rowley, Pres., Ashtabula, O.

SCRIPPS-HOWARD NEWSPAPERS—New York World-Telegram, Cleveland Press, Pittsburgh Press, Cincinnati Post, Columbus (O.) Citizen, Buffalo (N. Y.) Times, San Francisco (Cal.) News, Washington (D. C.) News, Indianapolis (Ind.) Times, Oklahoma City Oklahoman News, Toledo (O.) News-Bee, Knoxville (Tenn.) News-Sentinel, Memphis (Tenn.) Press-Scimitar, Birmingham (Ala.) Post, Houston (Tex.) Press, Fort Worth (Tex.) Press, El Paso (Tex.) Herald-Post, Albuquerque (N. M.) State Tribune, San Diego (Cal.) Sun, Akron (O.) Times-Press, Youngstown (O.) Telegram, Covington (Ky.) Kentucky Post, Denver (Colo.) Rocky Mountain News, Evansville (Ind.) Press. Robert P. Scripps, Pres.; Roy W. Howard, chairman of the board, 230 Park ave., New York, N. Y.

SCRIPPS LEAGUE OF NEWSPAPERS—Seattle (Wash.) Star, Tacoma (Wash.) Times, Boise (Idaho) Capital News, Spokane (Wash.) Press, Portland (Ore.) News, Dallas (Tex.) Dispatch, San Luis Obispo (Cal.) Tribune-Telegram, Provo (Utah) Herald, Logan (Utah) Herald-Journal, Coeur d'Alene (Idaho) Press, Bremerton (Wash.) Sun. The Scripps Newspapers Inc. Edward W. Scripps, Chairman of the Board, James G. Scripps, Pres., 1005 Textile Tower, Seattle, Wash.

SHAFFER GROUP—Indianapolis Star, Muncie (Ind.) Star. John C. Shaffer, Pres., Chicago, Ill.

JAMES H. SKEWES NEWSPAPERS—Meridian (Miss.) Star, Laurel (Miss.) Leader-Call, Perry (Okla.) Journal, Crowley (La.) Signal, Peru (Ill.) News-Herald.

SOUTHERN OREGON NEWSPAPERS—Roseburg (Ore.) News-Review, Klamath Falls (Ore.) Herald & News, Medford (Ore.) Mail-Tribune. Frank Jenkins, Pres., Klamath Falls, Ore.

STAUFFER PUBLICATIONS, INC.—Grand Island (Neb.) Independent, Arkansas City (Kan.) Traveler, Maryville (Mo.) Forum, Independent (Kan.) Reporter, Pittsburg (Kan.) Headlight and Sun, Shawnee (Okla.) News and Star. Affiliated with this group are also Pocatello (Idaho) Tribune and Idaho State Journal and Garden City (Kan.) Telegram, Oscar Stauffer, Pres., Arkansas City, Kan.

J. DAVID STERN NEWSPAPERS—New York Post, Philadelphia Record, Camden (N. J.) Courier, Camden Post. J. David Stern, Pres., Philadelphia, Pa.

JOHN L. STEWART NEWSPAPERS—Washington (Pa.) Observer, Washington (Pa.) Reporter, Beaver Falls, (Pa.) News-Tribune. John L. Stewart, Pres., Washington, Pa.

JAMES E. STILES NEWSPAPERS—Freeport-Hempstead (N. Y.) Nassau Daily Review. Lynbrook-Hempstead (N. Y.) Nassau Daily Star. James E. Stiles, Pres., Rockville Centre, N. Y.

WESTCHESTER COUNTY PUBLISHERS, INC.—Yonkers (N. Y.) Herald Statesman, Tarrytown (N. Y.) News, Port Chester (N. Y.) Item, Ossining (N. Y.) Citizen-Register, Mt. Vernon N. Y.) Argus, New Rochelle (N. Y.) Standard-Star, Mamaroneck (N. Y.) Times. J. Neal Macy, Pres., Yonkers, N. Y.

CANADA

SIFTON NEWSPAPERS — Winnipeg Manitoba Free Press (morn.-eve.); Regina (Sask.) Leader-Post; Saskatoon (Sask.) Star-Phoenix. Victor Sifton, Pres., Winnipeg, Man.

SOUTHAM NEWSPAPERS — Ottawa (Ont.) Citizen, Hamilton (Ont.) Spectator, Calgary (Alta.) Herald, Edmonton (Alta.) Journal, Vancouver (B. C.) Province, Winnipeg (Man.) Tribune. Southam Publishing Company, Ltd., 1070 Bleury st., Montreal. F. N. Southam, Pres.

DINGMAN NEWSPAPERS — Stratford (Ont.) Beacon-Herald, St. Thomas (Ont.) Times-Journal. L. H. Dingman, Pres., St. Thomas, Ont.

McKENZIE NEWSPAPERS—Well-Port Colborne (Ont.) Tribune, Woodstock-Ingersoll (Ont.) Sentinel-Review. A. D. McKenzie, Pres.

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

MORNING NEWSPAPERS

Period	No. of Papers	Total Net Paid Circulation	Total Agate Line Rate	Total Milline Rate	Difference in Rate per Line per Million Circulation as of Dec. 31, 1935		
12/31/35	390	14,434,431	$37.296	$2.58	.....	....	.....
12/31/34	385	13,944,251	35.835	2.58	.....	....	.....
12/31/33	378	13,206,705	35.126	2.66	Decrease	$0.08	3.01%
12/31/32	380	13,711,382	35.250	2.57	Increase	0.01	0.38%
12/31/31	384	14,342,790	36.821	2.57	Increase	0.01	0.38%
12/31/30	388	14,434,257	36.513	2.52	Increase	0.06	2.37%
12/31/29	381	14,448,878	36.903	2.55	Increase	0.03	1.17%
12/31/28	397	13,995,104	35.301	2.52	Increase	0.06	2.37%
12/31/27	411	14,145,823	35.628	2.52	Increase	0.06	2.37%
12/31/26	425	13,335,796	34.311	2.57	Increase	0.01	0.38%
12/31/25	427	12,440,387	33.195	2.66	Decrease	0.08	3.01%
12/31/24	429	12,365,215	33.581	2.71	Decrease	0.13	4.79%

EVENING NEWSPAPERS

12/31/35	1,560	23,721,109	$88.105	$3.71	.....	....	.....
12/31/34	1,544	22,764,759	85.565	3.75	Decrease	$0.04	1.06%
12/31/33	1,533	21,968,533	85.221	3.87	Decrease	$0.12	3.10%
12/31/32	1,533	22,696,297	84.469	3.72	Decrease	0.01	0.26%
12/31/31	1,539	24,418,397	86.637	3.54	Increase	0.17	4.79%
12/31/30	1,554	25,154,915	87.025	3.45	Increase	0.26	7.56%
12/31/29	1,563	24,976,737	86.407	3.38	Increase	0.33	9.76%
12/31/28	1,542	23,977,488	81.527	3.40	Increase	0.31	9.11%
12/31/27	1,538	23,820,933	75.581	3.29	Increase	0.42	12.76%
12/31/26	1,576	22,666,007	75.940	3.35	Increase	0.36	10.75%
12/31/25	1,581	21,298,982	72.373	3.39	Increase	0.32	9.41%
12/31/24	1,585	20,634,222	68.496	3.32	Increase	0.39	11.74%

SUNDAY NEWSPAPERS

12/31/35	518	28,147,343	$59.664	$2.12	.....	....	.....
12/31/34	505	26,544,516	$60.306	$2.26	Decrease	$0.14	6.19%
12/31/33	506	24,040,630	60.535	2.51	Decrease	0.39	15.53%
12/31/32	518	24,859,888	61.330	2.46	Decrease	0.34	13.82%
12/31/31	513	25,701,798	61.571	2.39	Decrease	0.27	11.29%
12/31/30	521	26,413,047	62.342	2.36	Decrease	0.24	10.17%
12/31/29	528	26,879,536	62.612	2.33	Decrease	0.21	9.01%
12/31/28	522	25,771,383	59.338	2.30	Decrease	0.18	7.82%
12/31/27	526	25,469,037	58.478	2.29	Decrease	0.17	7.42%
12/31/26	545	24,435,192	56.965	2.33	Decrease	0.21	9.01%
12/31/25	548	23,354,622	54.243	2.32	Decrease	0.20	8.62%
12/31/24	539	22,219,646	51.098	2.29	Decrease	0.17	7.42%

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DETROIT • HOUSTON • CHICAGO • NEW ORLEANS • INDIANAPOLIS

NEWSPAPER LINAGE, 23 CHIEF CITIES, 1927-1935

NEWSPAPERS in 23 large cities of the United States during 1935 printed 836,059,746 agate lines of advertising, a gain of 5.82 per cent over the volume in the same cities during 1934. This table, a continuous record on these cities since 1914, includes advertising published in the following newspaper:

Atlanta Constitution, Atlanta Georgian-American, Atlanta Journal, Baltimore American, Baltimore News-Post, Baltimore Sun, Baltimore Evening Sun, Birmingham Age-Herald, Birmingham News, Boston American, Boston Globe, Boston Herald-Traveler, Boston Post, Boston Transcript, Boston Record, Boston Sunday Advertiser, Buffalo Courier-Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald & Examiner, Chicago Illustrated Times, Chicago Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal-Post, Kansas City Star & Times, Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles Post-Record, Los Angeles Illustrated News, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Milwaukee Wisconsin News, Minneapolis Journal, Minneapolis Tribune, Minneapolis Star, New Orleans Item-Tribune, New Orleans States, New Orleans Times-Picayune, New York American, New York Journal, New York Mirror, New York News, New York Post, New York Sun, New York World-Telegram, New York Times, New York Herald Tribune, New York Bronx Home News, Brooklyn Eagle, Brooklyn Times-Union, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Evening Ledger, Philadelphia News, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland News-Telegram, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star-Times, St. Paul Dispatch, St. Paul Pioneer Press, St. Paul Daily News, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Bulletin, Washington Herald, Washington Post, Washington Star, Washington News, and Washington Times.

1935

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,613,176	1,719,850	2,231,485	2,172,450	2,233,509	1,900,717	1,698,689	1,975,187	2,151,019	2,224,775	2,400,086	2,417,174	24,738,117
Baltimore	2,514,950	2,544,684	3,290,287	3,333,711	3,409,310	3,173,691	2,433,034	2,515,051	2,026,899	3,654,749	3,583,608	3,617,291	36,097,2[illegible]
Birmingham	1,035,673	1,158,081	1,532,593	1,449,832	1,577,748	1,386,963	1,178,928	1,256,048	1,418,866	1,498,101	1,630,146	1,562,554	16,685,[illegible]
Boston	4,495,425	3,721,410	4,763,181	5,092,351	5,293,558	4,399,255	3,531,163	3,793,394	4,798,881	5,800,588	4,331,894	4,256,700	54,277,800
Buffalo	1,775,257	1,834,274	2,386,021	2,704,088	2,700,213	2,308,978	1,802,741	1,869,617	2,271,799	2,834,657	2,686,162	2,577,935	27,751,742
Chicago	4,046,782	3,671,533	4,897,606	5,092,172	5,067,153	4,481,613	3,484,789	3,553,536	4,395,945	4,983,360	5,113,528	4,819,203	53,607,220
Cincinnati	2,002,561	1,869,528	2,550,098	2,453,783	2,603,739	2,204,184	1,850,526	1,890,896	2,175,997	2,569,485	2,689,202	2,714,604	27,574,603
Cleveland	2,278,514	2,008,827	2,596,312	2,864,822	2,821,743	2,502,619	2,104,593	2,215,034	2,489,915	2,880,565	2,843,112	2,959,907	30,565,943
Detroit	2,670,524	2,736,239	3,634,347	3,708,267	3,703,920	3,159,372	2,467,753	2,532,197	3,258,014	3,606,040	3,776,785	3,825,671	39,079,12[illegible]
Houston	1,615,572	1,573,719	2,014,515	2,075,593	2,066,975	1,745,563	1,576,071	1,621,438	1,961,589	2,079,928	2,167,634	2,245,869	22,744,4[illegible]
Indianapolis	1,879,153	1,793,689	2,483,693	2,486,212	2,553,468	2,168,832	1,925,584	1,885,958	2,225,783	2,493,410	2,499,657	2,815,715	27,211,1[illegible]
Kansas City	1,959,836	1,976,265	2,424,091	2,443,996	2,438,656	2,218,649	1,902,905	1,953,160	2,123,808	2,440,771	2,410,476	2,531,338	26,823,961
Los Angeles	3,251,716	3,104,425	3,716,680	3,577,424	3,635,197	3,337,937	3,203,049	3,299,499	3,546,429	3,951,528	3,935,018	3,883,487	42,442,389
Milwaukee	1,876,112	1,808,722	2,365,544	2,597,349	2,643,292	2,401,299	1,883,535	1,970,544	2,275,591	2,687,864	2,761,759	2,855,085	28,126,696
Minneapolis	1,773,334	1,665,601	2,136,819	2,296,786	2,333,680	2,001,545	1,685,052	1,784,511	2,177,423	2,377,713	2,334,162	2,410,829	24,977,455
New Orleans	2,236,445	2,318,502	2,771,605	2,725,484	2,928,303	2,695,389	2,306,665	2,583,118	2,703,838	3,000,984	3,180,147	3,312,327	32,762,807
New York	7,851,475	7,326,940	9,319,056	9,261,358	11,338,130	8,507,748	6,047,028	6,530,346	9,197,691	10,481,605	10,052,776	10,241,153	106,155,[illegible]
Philadelphia	3,974,074	3,518,396	4,581,649	4,758,536	4,787,260	4,297,520	3,357,796	3,284,740	4,420,225	5,238,801	5,075,432	4,763,549	52,057,97[illegible]
Portland, Ore.	1,432,886	1,367,469	1,709,546	1,751,131	1,890,211	1,599,769	1,494,952	1,501,871	1,602,587	1,811,262	1,867,167	1,796,414	19,825,24[illegible]
St. Louis	2,130,395	2,187,831	2,993,558	2,764,757	2,859,621	2,469,020	2,020,490	1,977,591	2,472,697	2,777,512	2,934,552	2,685,816	30,273,949
St. Paul	1,530,620	1,465,875	1,974,913	1,949,256	2,007,079	1,685,018	1,487,677	1,556,423	1,851,701	2,093,821	2,138,304	2,196,441	21,937,128
San Francisco	2,600,689	2,457,230	2,999,846	3,055,484	3,174,426	2,918,384	2,489,088	2,564,493	2,763,360	3,094,355	3,274,464	2,907,582	34,299,401
Washington	3,670,788	3,602,903	4,635,399	4,767,484	5,153,317	4,763,204	3,897,712	3,972,297	4,823,016	5,491,362	5,498,207	5,768,849	56,044,583
Monthly totals	60,215,957	57,431,993	74,008,844	75,382,326	79,220,508	68,327,269	55,829,820	58,086,949	69,133,073	80,073,236	79,184,278	79,165,493	836,059,746

1934

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,478,488	1,631,338	2,082,376	2,069,009	2,097,001	1,867,964	1,653,323	1,794,776	1,988,399	2,056,016	2,025,980	2,021,554	22,766,226
Baltimore	2,576,582	1,452,602	3,234,697	3,199,703	3,428,817	3,269,531	2,550,220	2,666,697	2,980,451	3,414,283	3,279,513	3,353,311	35,396,407
Birmingham	1,044,250	1,030,457	1,454,233	1,409,017	1,389,589	1,362,984	1,126,843	1,170,824	1,226,579	1,443,874	1,286,020	1,235,238	15,179,966
Boston	4,238,254	3,688,983	4,792,050	5,004,756	5,215,357	4,656,243	3,574,421	4,013,772	4,706,593	5,418,214	5,006,114	4,964,712	55,279,400
Buffalo	1,594,400	1,601,447	2,301,583	2,466,596	2,548,155	2,321,190	1,695,575	1,902,868	2,115,249	2,556,340	2,129,308	2,281,918	25,514,624
Chicago	3,824,443	3,618,687	4,647,182	4,944,042	4,951,721	4,503,847	3,654,177	4,012,504	4,325,920	4,817,653	4,690,664	4,532,954	52,523,794
Cincinnati	1,893,542	1,691,620	2,207,586	2,352,366	2,530,983	2,269,350	1,801,856	1,869,426	2,135,691	2,385,296	2,395,542	2,368,615	25,901,873
Cleveland	2,094,800	1,848,806	2,560,799	2,730,530	2,734,522	2,547,938	2,042,516	2,077,116	2,302,794	2,751,133	2,783,900	2,752,781	29,227,644
Detroit	2,465,841	2,449,018	3,274,096	3,539,467	3,534,213	3,105,020	2,388,132	2,441,903	3,016,563	3,127,384	3,183,240	3,352,541	35,877,418
Houston	1,502,401	1,380,154	1,873,217	1,994,963	1,986,257	1,773,931	1,593,222	1,502,637	1,683,441	1,746,921	1,848,216	1,964,511	20,849,871
Indianapolis	1,818,957	1,735,081	2,344,836	2,291,370	2,570,780	2,268,420	1,712,207	1,857,568	2,140,435	2,360,102	2,455,592	2,516,424	26,071,772
Kansas City	1,832,425	1,906,583	2,387,759	2,394,699	2,500,793	2,247,070	1,873,072	1,930,801	2,120,846	2,326,661	2,309,485	2,427,295	26,257,480
Los Angeles	2,911,645	2,945,497	3,419,105	3,385,722	3,436,365	3,169,515	3,053,477	3,119,267	3,328,921	3,510,186	3,387,151	3,287,176	38,953,977
Milwaukee	1,856,449	1,867,462	2,251,946	2,330,291	2,599,888	2,431,782	1,884,060	1,935,026	2,375,645	2,735,270	2,549,809	2,419,227	27,236,856
Minneapolis	1,706,848	1,475,880	2,050,752	2,329,447	2,272,092	2,090,781	1,482,098	1,575,592	2,117,603	2,151,529	2,072,539	2,100,641	23,425,902
New Orleans	2,261,685	2,174,572	2,601,470	2,612,119	2,617,310	2,438,576	2,222,655	2,344,045	2,537,426	2,711,432	2,948,687	2,862,847	30,332,824
New York	7,507,283	6,877,787	8,948,004	9,166,053	9,058,345	8,325,738	4,871,849	6,550,066	8,951,552	10,346,924	9,846,178	9,698,148	100,147,927
Philadelphia	1,575,029	3,884,298	5,017,384	4,741,484	4,978,997	4,721,185	3,570,302	3,552,483	4,520,720	5,470,214	4,958,737	4,659,352	51,650,185
Portland, Ore.	1,285,207	1,236,652	1,514,424	1,645,617	1,709,347	1,504,825	1,219,761	1,345,884	1,578,427	1,771,876	1,435,293	1,543,943	17,791,256
St. Louis	2,075,873	2,163,457	2,686,714	2,944,558	2,802,105	2,617,990	1,977,263	2,088,810	2,514,907	2,660,828	2,734,573	2,581,263	29,848,341
St. Paul	1,449,890	1,426,505	1,760,422	1,989,097	1,869,060	1,635,537	1,289,424	1,413,127	1,652,438	1,929,805	1,790,054	1,794,157	19,999,516
San Francisco	2,516,656	2,382,930	2,898,396	2,272,688	3,020,767	2,761,794	2,078,441	2,527,579	2,650,951	3,131,985	2,977,835	2,717,712	31,987,784
Washington	3,153,969	2,988,472	3,918,571	4,222,731	4,539,859	4,293,807	3,483,762	3,560,079	4,079,835	4,658,049	4,746,969	4,928,806	48,574,900
Monthly totals	54,664,917	58,458,288	70,227,602	72,036,334	74,392,323	68,185,018	52,798,656	57,242,850	67,051,386	75,481,925	72,841,349	72,365,121	790,745,709

1933

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,277,154	1,424,244	1,458,258	1,687,451	1,706,544	1,666,399	1,478,570	1,757,341	1,880,852	2,000,358	1,904,144	1,922,758	20,164,073
Baltimore	2,388,372	2,265,393	2,448,792	2,908,442	3,005,165	3,045,672	2,380,252	2,567,015	2,838,416	3,481,869	3,251,604	3,167,126	33,748,118
Birmingham	894,868	882,859	977,610	995,685	1,079,184	1,097,699	961,157	1,048,607	1,217,058	1,338,499	1,265,732	1,234,752	12,993,706
Boston	3,928,509	3,213,257	3,417,381	4,259,740	4,528,617	4,346,260	3,350,398	3,860,020	4,658,091	5,334,913	4,960,210	4,678,021	50,535,417
Buffalo	1,550,449	1,446,470	1,518,966	1,946,176	2,068,347	1,984,358	1,474,907	1,683,985	1,899,945	2,215,061	2,099,879	1,943,103	21,831,646
Chicago	3,438,610	3,155,147	3,429,811	4,460,276	4,326,745	4,266,144	3,453,301	3,857,623	4,456,588	5,664,632	4,281,704	4,216,428	48,989,009
Cincinnati	1,868,606	1,677,670	1,635,364	2,085,955	2,323,384	2,159,223	1,776,799	1,862,410	1,990,277	2,496,462	2,272,202	2,188,906	24,337,258
Cleveland	1,848,634	1,652,888	1,508,860	2,054,493	2,214,304	2,179,416	1,960,924	1,980,513	2,181,758	2,502,338	2,455,881	2,366,591	24,906,609
Detroit	2,228,854	1,743,897	1,740,919	2,386,327	2,737,051	2,695,462	1,987,766	2,312,171	2,734,086	2,968,541	2,864,554	2,994,240	29,393,868
Houston	1,500,571	1,232,688	1,467,961	1,692,428	1,645,894	1,589,139	1,346,011	1,395,289	1,688,763	1,721,672	1,752,848	1,816,078	18,849,342
Indianapolis	1,604,926	1,607,746	1,608,172	2,037,215	2,075,723	2,028,730	1,758,193	1,823,453	2,081,869	2,230,404	2,245,328	2,307,122	23,408,881
Kansas City	1,786,438	1,792,683	1,820,892	2,195,736	2,005,628	1,999,458	1,797,014	1,960,948	2,044,345	2,430,821	2,369,701	2,182,642	24,386,306
Los Angeles	2,951,631	2,690,151	2,556,533	2,997,407	3,088,543	3,088,946	2,948,976	3,125,243	3,045,568	3,362,436	3,255,389	2,926,899	36,037,722
Milwaukee	1,564,293	1,512,100	1,725,038	2,307,512	2,220,254	2,101,457	1,739,499	1,970,483	2,373,112	2,641,960	2,515,935	2,296,463	24,968,106
Minneapolis	1,698,094	1,407,136	1,694,515	2,053,747	2,078,439	1,874,525	1,472,462	1,768,345	2,029,566	2088,574	2,000,355	1,907,411	22,073,109
New Orleans	2,193,237	1,980,254	1,890,874	2,396,458	2,442,919	2,484,859	2,231,397	2,386,043	2,580,362	2,869,612	2,630,457	2,463,476	28,549,949
New York	8,480,226	7,696,230	8,213,822	9,410,456	9,723,954	9,892,780	7,150,906	7,453,974	10,289,101	11,833,440	10,816,230	8,840,133	109,801,252
Philadelphia	4,264,624	3,708,602	4,057,673	4,574,236	4,706,453	4,816,764	3,662,348	3,764,567	4,614,580	5,804,600	5,468,352	4,924,460	54,367,259
Portland, Ore.	1,253,090	1,194,810	1,208,214	1,442,054	1,371,931	1,374,122	1,340,131	1,391,135	1,422,510	1,674,823	1,555,983	1,495,119	16,723,922
St. Louis	2,051,915	2,044,467	2,099,167	2,584,623	2,414,241	2,318,139	1,893,186	2,239,795	2,436,164	2667,702	2,611,557	2,377,520	27,738,476
St. Paul	1,411,830	1,303,877	1,664,740	1,791,130	1,788,655	1,531,185	1,296,896	1,571,009	1,781,016	1,794,934	1,753,187	1,733,181	19,421,640
San Francisco	2,296,356	2,085,309	2,112,557	2,569,365	2,698,619	2,594,535	2,404,486	2,573,519	2,595,110	3,077,961	2,802,587	2,546,187	30,356,591
Washington	2,977,331	2,803,569	3,147,843	3,460,422	3,659,978	3,843,501	3,104,967	3,297,503	3,715,955	4,120,301	3,959,493	4,091,311	42,182,174
Monthly totals	55,458,618	50,521,447	53,403,962	64,297,334	65,910,572	64,978,773	52,970,546	57,650,991	66,555,088	76,321,913	71,093,312	66,619,927	745,782,483

1932

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,783,535	1,839,100	2,132,178	1,968,655	2,018,041	1,728,128	1,500,266	1,582,434	1,854,968	1,960,810	1,682,510	1,530,315	21,580,940
Baltimore	2,990,000	2,861,102	3,322,748	3,326,064	3,293,875	3,233,772	2,474,853	2,311,992	2,950,791	3,545,225	3,194,131	3,086,656	36,591,209
Birmingham	1,336,728	1,390,453	1,586,546	1,480,160	1,427,610	1,364,717	1,103,230	1,142,396	1,187,950	1,192,202	1,232,597	1,084,776	15,529,365
Boston	5,262,621	4,385,279	5,085,963	5,206,149	5,413,371	5,062,059	3,598,699	3,779,263	4,759,956	5,503,825	4,830,150	4,601,017	57,488,352
Buffalo	2,059,670	1,965,584	2,260,517	2,359,000	2,206,900	2,011,952	1,555,584	1,491,063	2,070,723	2,164,338	1,989,528	1,889,973	24,024,827
Chicago	4,266,160	4,083,482	4,928,145	5,006,463	4,340,636	4,915,213	3,190,133	3,330,236	4,199,612	4,712,873	4,026,009	3,788,438	50,787,400
Cincinnati	2,371,814	2,172,915	2,337,513	2,464,555	2,440,485	2,195,669	1,741,439	1,653,801	1,951,048	2,390,079	2,230,412	2,229,300	26,179,089
Cleveland	2,374,399	2,359,723	2,697,820	2,570,828	2,313,155	2,142,656	1,636,940	1,657,512	2,108,414	2,439,499	2,169,446	2,052,646	26,523,088
Detroit	2,959,437	2,924,754	3,277,961	3,244,423	3,282,137	3,083,137	2,351,847	2,319,158	2,638,478	2,880,408	2,728,622	2,660,915	34,351,277
Houston	1,821,747	1,793,356	2,032,696	1,927,967	2,090,944	1,766,840	1,512,580	1,364,521	1,691,969	1,827,358	1,706,558	1,773,641	21,310,177
Indianapolis	2,077,415	1,999,978	2,217,336	2,204,944	2,072,381	2,088,049	1,630,483	1,451,526	1,863,004	2,120,998	1,955,441	2,064,542	23,746,097
Kansas City	2,229,300	2,244,627	2,447,114	2,120,017	2,396,382	2,272,778	1,848,145	1,830,487	2,081,612	2,370,165	2,203,582	1,737,605	25,781,814
Los Angeles	4,115,735	3,797,089	4,132,533	3,822,934	3,735,623	3,453,830	3,376,114	3,241,846	3,363,756	3,518,708	3,240,375	3,003,212	42,801,756
Milwaukee	2,198,348	2,152,499	2,487,398	2,637,031	2,417,834	2,301,765	1,801,037	1,609,945	2,079,485	2,305,597	2,165,140	2,041,343	26,197,425
Minneapolis	2,331,936	1,977,230	2,268,591	2,442,390	2,250,849	2,146,627	1,491,431	1,703,413	2,164,275	2,121,947	1,983,881	1,778,302	24,660,872
New Orleans	2,658,742	2,478,864	2,901,298	2,655,026	2,744,426	2,438,325	2,352,699	2,225,361	2,522,946	3,152,108	2,863,153	2,648,191	31,641,139
New York	11,387,509	10,823,291	11,231,198	10,418,596	10,626,281	10,112,037	6,990,444	7,023,375	10,173,220	11,430,398	10,468,722	9,749,164	119,929,238
Philadelphia	4,909,316	4,535,115	5,087,988	5,012,612	5,044,399	4,843,940	3,542,274	3,307,246	4,594,327	5,821,853	5,406,419	4,925,328	57,030,827
Portland, Ore.	1,635,401	1,635,586	1,799,256	1,721,456	1,766,683	1,607,713	1,331,439	1,267,898	1,426,304	1,696,701	1,431,087	1,268,815	18,588,330
St. Louis	2,553,984	2,846,818	2,943,516	3,109,540	2,882,707	2,653,727	1,878,649	1,835,413	2,487,882	2,725,028	2,652,577	2,495,840	31,065,681
St. Paul	1,797,586	1,850,590	2,065,252	2,105,138	1,995,042	1,780,562	1,356,236	1,461,124	1,843,016	1,959,860	1,717,730	1,590,526	21,522,662
San Francisco	3,168,195	2,876,703	3,155,546	3,030,642	3,189,157	2,691,296	2,538,430	2,503,387	2,520,180	2,737,600	2,622,518	2,811,507	33,327,165
Washington	3,587,735	3,491,010	3,828,664	3,748,298	3,920,386	3,731,977	2,972,784	2,932,990	3,575,509	4,018,244	3,641,370	3,657,120	48,106,067
Monthly totals	71,877,313	67,985,148	76,227,787	74,582,888	73,869,304	69,626,769	53,775,736	53,026,390	66,091,425	74,595,828	68,136,953	63,969,173	813,764,714

1931

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,951,046	2,152,459	2,615,091	2,596,058	2,632,974	2,310,994	1,994,434	2,080,618	2,159,928	2,496,693	2,306,363	2,194,454	27,491,112
Baltimore ...	3,122,570	3,107,281	3,911,733	3,918,423	3,992,028	3,617,288	3,150,168	3,096,981	3,489,642	4,030,875	3,794,781	3,436,305	42,668,075
Birmingham .	1,705,994	1,661,490	2,003,511	1,937,098	1,942,827	1,869,715	1,652,836	1,573,438	1,712,326	1,774,938	1,584,548	1,584,863	21,003,584
Boston	5,631,792	4,682,794	6,485,462	6,472,481	6,581,548	5,726,195	4,358,599	4,455,132	5,563,118	6,436,698	6,122,716	5,781,467	68,498,002
Buffalo	2,113,157	2,081,567	2,784,542	2,890,892	2,723,303	2,409,606	1,978,389	1,979,960	2,399,623	2,723,555	2,780,371	2,339,618	29,204,583
Chicago	5,261,991	4,834,356	6,159,475	6,417,539	5,974,521	5,271,774	4,417,110	4,267,876	4,684,608	5,825,961	5,291,032	4,876,652	63,283,195
Cincinnati ..	2,714,637	2,586,641	3,276,875	3,204,101	3,186,023	2,697,056	2,333,459	2,220,476	2,507,115	2,904,508	2,767,451	2,732,943	33,131,285
Cleveland ...	2,812,783	2,744,028	3,481,320	3,485,407	3,264,687	2,873,050	2,715,223	2,584,675	3,262,467	3,445,605	3,078,445	2,813,645	36,561,335
Detroit	3,455,008	3,433,937	4,378,592	4,299,362	4,218,198	3,564,412	2,818,331	2,902,719	3,261,044	3,714,672	3,486,033	3,418,836	42,951,144
Houston	2,419,904	2,261,770	2,916,539	2,915,273	3,119,297	2,716,655	2,512,397	2,256,398	2,433,353	2,548,678	2,558,550	2,682,155	31,340,969
Indianapolis..	2,238,869	2,280,248	2,664,492	2,681,765	2,648,363	2,424,545	2,137,950	1,968,816	2,192,957	2,661,990	2,445,455	2,430,348	28,775,798
Kansas City.	2,326,143	2,438,265	2,899,483	2,366,946	2,942,531	2,648,560	2,353,019	2,333,438	2,394,252	2,691,273	2,717,555	2,523,976	30,634,441
Los Angeles.	5,200,298	4,759,125	5,728,143	5,276,105	5,350,602	5,027,392	4,751,459	4,680,669	4,542,730	5,080,187	4,904,350	4,254,509	59,555,567
Milwaukee ..	2,400,406	2,454,934	3,142,170	3,312,031	3,342,869	2,815,271	2,340,527	2,291,606	2,829,333	3,207,083	2,835,132	2,776,881	33,838,233
Minneapolis..	2,584,601	2,318,060	2,908,878	2,888,482	2,846,105	2,602,121	2,248,188	2,252,544	2,669,192	2,867,354	2,632,987	2,472,971	31,191,483
New Orleans.	2,641,151	2,544,818	3,207,998	2,926,931	3,019,329	2,826,544	2,619,862	2,710,995	2,880,834	3,362,646	3,308,236	3,296,328	35,345,672
New York...	12,550,348	11,596,936	13,964,274	13,495,282	13,553,283	12,462,458	9,091,169	9,354,522	12,893,788	14,722,291	13,290,082	12,323,693	149,299,126
Philadelphia.	5,379,805	4,856,851	6,054,524	6,052,167	6,058,982	5,600,166	4,439,022	4,121,866	5,185,937	6,485,336	5,759,801	5,293,251	65,287,708
Portland, Ore.	2,233,991	2,324,050	2,662,296	2,571,257	2,284,749	2,073,707	1,915,392	1,915,128	1,928,478	2,163,481	1,894,003	1,866,110	25,823,642
St. Louis....	2,882,401	3,087,159	3,691,604	3,717,449	3,593,889	3,134,925	2,518,349	2,638,149	2,975,927	3,316,814	3,433,133	3,222,314	38,212,113
St. Paul.....	1,951,136	2,150,127	2,476,824	2,521,596	2,326,016	2,064,020	1,804,046	1,926,540	2,142,770	2,347,184	2,212,602	2,013,202	25,936,063
San Francisco	3,296,402	3,268,771	3,901,406	3,786,622	3,830,964	3,386,025	3,335,088	3,437,964	3,224,051	3,739,795	3,527,552	3,234,355	41,968,995
Washington..	3,463,960	3,463,546	4,459,951	4,222,344	4,487,304	4,063,604	3,483,132	3,439,442	3,968,888	4,720,172	4,466,751	4,351,236	48,590,330
Monthly totals	80,428,591	77,289,213	95,774,983	93,955,911	93,902,392	84,186,083	70,868,149	70,489,952	81,301,361	93,267,789	86,197,929	81,920,102	1,010,600,455

1930

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	2,470,272	2,611,015	3,083,384	3,004,193	2,851,812	2,538,468	2,143,247	2,173,520	2,481,746	2,686,072	2,524,998	2,352,815	30,921,542
Baltimore ...	3,698,383	3,360,659	4,215,301	4,318,668	4,236,526	3,787,811	3,207,245	3,175,441	3,885,831	4,486,758	4,025,407	3,603,151	46,001,181
Birmingham .	2,223,599	2,207,440	2,591,107	2,551,480	2,505,587	2,145,209	1,900,794	1,917,107	2,263,028	2,406,030	2,099,688	1,921,607	26,732,676
Boston	6,572,649	6,252,333	5,524,933	5,822,634	5,828,747	4,977,236	3,714,319	3,786,565	6,160,179	6,781,491	6,285,715	6,199,552	67,906,353
Buffalo	2,847,034	2,426,965	3,111,115	3,429,927	3,234,494	2,706,928	2,114,518	1,930,976	2,705,047	3,183,252	2,746,476	2,639,417	32,895,149
Chicago	6,311,275	5,826,202	6,941,114	7,702,056	7,077,014	6,347,354	4,986,644	5,603,303	6,100,930	6,833,711	6,479,859	5,559,606	75,769,068
Cincinnati ..	3,238,118	3,093,760	3,623,472	3,664,868	3,682,974	3,263,461	2,671,843	2,549,443	3,100,584	3,653,414	3,289,288	2,988,667	38,810,892
Cleveland ...	3,293,361	3,003,964	3,618,791	3,947,067	3,892,910	3,438,171	2,706,523	2,497,951	3,219,314	3,625,128	3,149,523	2,972,961	39,365,664
Detroit	4,461,832	4,104,670	4,738,209	5,004,747	4,911,061	4,365,595	3,347,047	3,271,442	4,169,776	4,404,707	3,927,118	3,643,203	50,349,407
Houston	2,562,430	2,508,215	3,215,832	3,167,932	3,101,104	2,778,090	2,558,879	2,289,029	3,020,517	3,090,280	2,927,678	3,043,633	34,263,619
Indianapolis..	2,450,788	2,433,608	2,811,682	2,981,396	2,935,357	2,627,975	2,250,887	2,033,884	2,529,051	2,790,862	2,558,068	2,749,342	30,882,900
Kansas City.	2,655,540	2,793,653	3,360,160	3,468,452	3,453,922	3,057,116	2,590,196	2,476,780	2,867,404	3,069,467	2,944,537	2,754,814	35,492,041
Los Angeles.	5,802,627	5,522,307	6,078,583	5,878,574	6,050,663	5,602,360	4,932,552	4,744,936	5,308,281	5,945,412	5,368,902	4,827,043	66,062,340
Milwaukee ..	2,761,955	2,496,964	3,136,765	3,317,016	3,448,012	2,933,158	2,193,266	2,191,123	2,770,130	3,125,013	2,854,690	2,661,092	33,889,192
Minneapolis..	2,786,542	2,453,371	2,926,895	3,250,979	3,111,875	2,732,964	2,286,878	2,250,380	2,990,851	3,186,570	2,845,581	2,718,873	33,541,759
New Orleans.	3,198,734	2,948,678	3,619,192	3,586,239	3,587,802	3,057,911	2,711,980	2,633,529	3,040,297	3,483,568	3,497,820	3,249,955	37,515,705
New York...	13,931,034	12,073,602	14,821,973	14,762,325	14,587,907	13,796,228	9,714,319	10,110,517	13,801,527	15,591,946	14,324,658	12,997,012	160,513,048
Philadelphia.	5,934,183	5,325,485	6,432,863	6,644,555	6,698,871	6,085,473	4,781,875	4,348,929	5,929,912	6,936,815	6,314,436	5,629,214	71,098,611
Portland, Ore.	2,435,626	2,566,558	3,136,638	2,971,356	3,069,252	2,709,411	2,515,108	2,350,944	2,634,511	2,983,471	2,617,856	2,437,311	32,428,042
St. Louis....	3,320,014	3,436,646	4,060,652	4,330,804	4,063,205	3,590,345	2,805,920	2,656,928	3,603,270	3,763,441	3,413,331	3,270,417	42,314,973
St. Paul.....	2,205,225	2,243,181	2,615,431	2,591,801	2,602,964	2,179,169	1,839,524	1,925,684	2,422,638	2,675,596	2,276,176	2,120,523	27,697,912
San Francisco	3,905,989	3,812,480	4,342,412	4,287,484	4,332,179	3,800,092	3,495,221	3,556,178	3,746,137	4,097,078	3,800,275	3,177,822	46,353,347
Washington..	3,694,511	3,506,139	4,274,138	4,239,993	4,566,101	3,984,532	3,263,329	3,163,754	4,171,784	4,779,918	4,362,692	4,220,279	48,227,170
Monthly totals	92,561,721	87,007,895	102,280,645	104,934,646	103,830,339	92,505,057	74,732,114	73,674,348	92,922,745	103,580,000	94,634,772	86,468,309	1,109,132,591

1929

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	2,792,184	2,680,119	3,265,118	3,052,002	2,285,200	2,964,077	2,522,843	2,696,508	2,978,229	3,482,394	3,001,425	3,090,822	35,810,921
Baltimore ...	4,868,781	3,495,519	4,200,239	4,207,586	4,307,241	3,887,162	3,381,997	3,264,751	4,272,131	5,168,993	4,530,021	4,079,824	48,664,245
Birmingham .	2,498,533	2,238,852	3,042,663	2,691,280	3,110,840	2,630,322	2,290,016	2,362,950	2,730,673	3,077,340	2,697,534	2,580,320	32,251,583
Boston	6,520,482	5,474,091	7,760,242	7,133,309	7,756,197	6,840,665	5,112,872	5,341,938	7,031,954	8,362,633	7,540,853	5,530,516	80,705,752
Buffalo	3,208,499	2,966,748	3,791,086	3,898,521	4,030,569	3,495,108	2,855,265	2,853,530	3,708,888	4,043,983	3,757,797	3,220,688	41,890,552
Chicago	7,258,731	6,447,708	8,686,336	8,377,070	8,401,931	7,368,821	5,954,566	5,961,514	7,772,520	8,878,152	7,135,477	7,036,863	89,299,789
Cincinnati ..	3,540,912	3,311,746	4,060,032	3,958,297	4,123,680	3,568,945	3,138,802	3,065,852	3,629,707	4,126,369	3,763,900	3,700,738	43,988,980
Cleveland ...	3,573,217	3,298,723	3,987,686	4,015,640	4,237,363	3,767,889	7,490,374	3,311,952	3,927,972	4,422,155	4,102,866	3,515,427	49,651,264
Detroit	4,920,429	4,656,426	6,105,820	5,923,948	6,246,567	4,972,427	4,398,612	4,441,285	5,552,631	6,181,110	5,623,383	4,895,730	63,918,368
Houston	2,758,327	2,597,669	3,425,218	3,282,466	3,461,617	3,172,772	2,835,387	2,838,200	3,430,019	3,513,388	3,442,163	3,641,862	38,359,088
Indianapolis..	2,770,898	2,751,410	3,279,986	3,322,242	3,558,145	3,257,429	2,905,098	2,842,021	3,190,441	3,568,586	3,367,052	3,078,818	37,891,925
Kansas City.	2,804,114	2,947,791	3,460,813	3,339,219	3,684,962	3,539,539	3,068,671	3,076,090	3,579,663	3,822,905	3,638,924	3,291,205	40,251,001
Los Angeles.	6,373,309	5,952,706	6,839,591	6,654,408	6,893,341	6,429,070	5,615,735	5,599,324	6,597,101	7,014,263	6,557,380	5,901,000	76,427,228
Milwaukee ..	2,849,228	2,627,024	3,524,772	3,383,470	2,880,252	3,232,857	2,600,594	2,633,303	3,427,210	4,909,658	3,578,359	2,946,677	38,593,404
Minneapolis..	2,805,955	2,713,762	3,162,380	3,342,068	3,370,601	2,987,273	2,565,858	2,729,417	3,455,976	3,576,583	3,415,938	3,016,222	37,142,033
New Orleans.	3,475,592	3,163,838	4,257,125	3,794,132	3,926,151	3,552,349	3,058,566	3,103,993	3,447,836	2,755,540	3,858,459	4,080,765	43,474,346
New York...	15,484,247	13,488,068	16,556,545	15,909,215	16,536,107	14,959,736	11,373,696	11,513,131	16,374,657	18,022,376	15,909,371	14,789,152	180,916,301
Philadelphia.	6,647,870	5,988,829	7,271,093	7,097,348	7,620,893	6,831,130	5,417,122	5,119,879	6,948,284	8,014,195	7,047,851	6,366,261	80,370,805
Portland, Ore.	2,511,161	2,351,421	3,007,837	2,990,649	3,197,030	2,790,877	2,537,978	6,754,458	3,002,250	3,319,691	3,085,767	2,942,459	38,491,550
St. Louis....	3,752,144	3,852,700	4,716,638	4,445,950	4,711,633	4,248,645	3,468,176	3,520,051	4,552,296	4,806,972	4,323,783	4,061,760	50,461,748
St. Paul.....	2,284,146	2,456,636	2,624,446	2,757,378	2,813,636	6,025,052	4,875,545	2,287,190	2,897,507	3,057,959	2,832,873	2,450,196	36,962,564
San Francisco	4,329,285	4,004,235	4,990,210	4,844,827	5,120,914	4,487,397	4,075,220	4,584,801	4,374,886	4,893,678	4,502,784	4,071,879	54,280,116
Washington..	2,896,397	3,794,800	4,766,605	4,501,060	4,678,266	4,307,136	3,366,167	3,550,728	4,564,671	5,311,207	4,717,052	4,548,429	51,002,518
Monthly totals	99,924,441	93,559,557	116,782,281	112,920,367	117,953,126	109,316,787	89,093,425	93,452,965	111,247,409	115,310,180	112,431,012	103,137,113	1,292,745,591

1928

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	2,609,470	2,610,820	3,084,970	3,127,092	3,009,434	2,776,962	2,366,080	2,694,098	2,755,570	3,110,379	3,212,891	3,019,961	39,377,727
Baltimore ...	3,845,605	3,587,551	4,232,876	4,212,450	4,382,435	4,060,025	3,372,244	3,312,972	3,856,268	4,494,836	4,424,562	3,948,374	47,730,198
Birmingham .	2,406,502	2,508,366	2,956,898	2,932,888	2,896,698	2,632,378	2,448,502	2,553,138	2,685,760	2,949,268	2,931,544	2,738,162	32,640,104
Boston	6,224,788	5,222,270	6,482,346	6,563,872	6,645,196	6,294,422	4,753,271	4,090,114	5,306,992	5,925,065	5,972,745	5,895,025	69,376,206
Buffalo	2,840,843	2,736,277	3,618,201	3,628,242	3,700,222	3,300,952	2,645,538	2,724,909	3,402,875	4,085,298	4,243,492	3,794,638	40,721,487
Chicago	6,944,166	6,541,536	7,924,647	8,160,180	7,729,542	7,178,076	5,686,086	6,271,917	7,336,488	8,412,972	8,146,329	7,795,341	88,117,278
Cincinnati ..	3,366,300	3,155,000	3,796,500	3,746,708	3,786,160	3,532,018	3,055,654	2,959,124	3,310,328	3,893,680	3,934,490	3,994,956	42,530,918
Cleveland ...	3,492,825	3,224,175	3,959,175	4,119,600	3,950,250	3,570,900	3,045,150	3,368,025	3,752,200	4,274,925	4,254,225	3,880,125	42,593,575
Detroit	4,521,874	4,218,662	5,081,580	5,390,532	5,247,536	4,900,518	4,237,338	4,441,056	5,220,432	5,870,900	5,827,234	5,337,400	60,295,562
Houston	2,729,720	2,597,014	3,168,032	3,287,802	3,228,722	3,298,470	2,660,658	2,547,650	3,114,776	3,257,140	3,200,002	3,910,494	37,000,480
Indianapolis..	2,604,096	2,595,267	3,011,573	3,130,524	3,246,441	3,009,940	2,530,341	2,485,425	2,764,068	3,246,798	3,139,695	3,187,914	34,952,082
Kansas City.	2,890,253	3,063,387	3,685,194	3,649,489	3,574,029	3,531,307	2,936,360	3,110,900	3,405,380	5,536,274	3,542,038	3,355,560	42,280,371
Los Angeles.	6,610,205	6,177,762	6,732,747	6,607,415	6,608,962	6,324,990	5,890,458	5,813,976	6,375,418	6,746,600	6,611,780	6,239,450	76,739,763
Milwaukee ..	2,710,880	2,654,871	3,154,169	3,201,856	3,456,426	2,912,978	2,437,040	2,561,484	3,238,821	3,506,611	3,443,156	3,023,615	36,301,907
Minneapolis..	2,541,155	2,418,637	2,973,279	2,966,675	3,159,199	2,912,747	2,418,263	2,677,905	3,148,149	3,379,784	3,168,462	2,913,386	34,677,641
New Orleans.	3,257,669	3,168,988	3,843,750	3,782,570	3,782,575	3,331,555	3,099,875	3,192,851	3,471,706	3,944,672	3,978,903	4,258,943	43,208,097
New York...	15,059,044	12,938,496	15,209,320	15,725,878	15,823,686	14,509,305	11,123,129	11,071,659	15,796,704	17,543,899	16,982,362	15,523,216	176,600,498
Philadelphia.	6,588,815	5,904,490	7,114,608	7,029,836	7,031,806	6,708,236	5,199,590	5,073,839	6,654,504	7,897,830	7,215,339	6,548,861	78,976,840
Portland, Ore.	2,431,226	2,252,124	2,979,802	2,957,270	3,244,152	2,811,690	2,539,572	2,673,608	2,813,356	2,951,382	3,047,198	2,976,985	33,678,365
St. Louis....	3,398,200	3,623,720	4,064,400	4,293,120	4,209,500	3,739,600	3,175,440	3,420,800	4,105,060	4,592,160	4,410,280	4,469,700	47,501,980
St. Paul.....	2,062,074	2,329,516	2,632,130	2,640,932	2,443,883	2,258,032	1,972,642	2,237,914	2,584,260	2,965,200	2,812,670	2,351,370	29,290,622
San Francisco	4,214,593	3,984,324	4,487,942	4,484,825	4,480,911	3,958,338	3,507,714	3,954,080	3,947,908	4,343,402	4,351,312	4,379,158	50,094,557
Washington..	4,158,783	3,873,497	4,541,445	4,512,388	4,519,508	4,069,844	3,356,000	3,396,091	4,104,616	4,836,372	4,626,118	4,541,431	50,536,093
Monthly totals	97,509,086	91,386,750	108,735,584	115,259,454	109,456,772	101,623,433	84,456,945	86,633,865	103,143,673	117,764,797	113,476,827	103,084,165	1,237,531,351

1927

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,811,198	2,348,140	2,904,471	2,239,790	2,259,908	1,861,083	1,671,089	2,375,039	2,628,967	3,322,706	3,016,939	2,771,908	29,211,238
Baltimore ...	4,060,995	3,748,292	4,554,530	4,803,285	4,607,070	4,256,157	3,644,976	3,425,613	4,323,211	4,901,966	4,654,527	4,322,802	51,303,424
Birmingham .	2,397,906	2,470,426	2,774,240	2,818,690	2,780,358	2,494,548	2,336,894	2,171,932	2,587,998	2,837,688	2,685,200	2,805,824	31,161,704
Boston	6,241,732	5,207,902	6,685,942	6,954,777	7,137,870	6,371,211	5,049,330	4,940,862	6,237,611	7,199,167	7,051,235	7,027,418	76,105,107
Buffalo	2,817,163	2,546,719	3,188,245	3,648,129	3,653,136	3,318,056	2,628,452	2,651,464	3,211,567	3,684,229	3,457,673	3,679,625	35,484,458
Chicago	6,865,101	6,826,284	8,082,717	8,524,614	8,603,688	7,622,649	5,931,603	6,334,983	7,518,765	8,716,309	7,934,367	7,622,259	90,583,338
Cincinnati ..	3,355,200	3,238,500	3,887,100	3,963,600	4,086,000	3,498,600	3,077,700	2,964,900	3,403,500	3,864,600	3,818,900	3,933,300	43,191,900
Cleveland ...	3,362,400	3,282,750	3,859,500	4,172,100	4,262,250	3,679,500	3,058,425	3,235,525	3,681,825	4,164,150	3,954,750	3,696,975	44,442,550
Detroit	4,842,306	4,370,422	5,314,722	5,301,114	5,507,040	4,911,990	4,122,902	4,086,250	4,854,108	5,515,104	4,924,486	4,683,532	58,433,976
Houston	2,866,108	2,649,448	3,036,768	3,327,044	3,253,180	2,820,776	2,634,744	2,421,700	2,981,440	3,428,040	3,261,090	3,524,206	36,204,544
Indianapolis..	2,670,003	2,678,553	3,167,112	3,451,944	3,400,714	3,141,825	2,701,818	2,610,333	2,919,066	3,359,019	3,154,710	3,341,214	36,596,311
Kansas City.	2,865,272	3,021,598	3,406,430	3,492,675	3,619,729	3,173,629	2,744,652	2,738,178	3,253,930	3,573,703	3,525,617	3,379,093	38,794,506
Los Angeles.	6,869,758	6,249,515	7,134,598	7,492,085	7,412,555	6,904,319	6,178,105	5,975,241	6,591,126	7,020,260	6,684,467	6,423,807	80,935,836
Milwaukee ..	2,614,279	2,453,820	3,077,620	3,394,676	3,741,590	3,148,628	2,521,961	2,482,539	3,168,314	3,705,741	3,498,571	3,213,360	37,021,099
Minneapolis..	2,588,505	2,457,149	2,740,944	3,250,054	3,257,311	2,958,398	2,432,782	2,616,951	2,930,168	3,151,069	2,964,004	2,840,087	34,187,422
New Orleans.	3,533,088	3,405,518	3,860,555	3,914,643	3,759,568	3,718,174	3,273,751	3,191,850	3,645,737	4,225,481	4,022,699	4,697,634	45,568,698
New York...	14,972,937	12,897,292	15,287,006	15,708,572	15,583,260	14,346,018	10,989,672	11,080,160	14,920,902	17,208,422	15,827,140	14,719,184	173,540,865
Philadelphia.	6,213,693	5,683,455	6,771,104	7,057,404	7,208,538	6,651,673	5,167,175	5,083,179	6,361,403	8,260,527	7,592,104	6,937,458	78,987,713
Portland, Ore.	2,837,756	2,675,401	3,182,813	3,393,782	3,257,941	3,046,540	2,374,316	2,464,194	2,709,714	2,751,294	3,046,718	3,176,610	34,917,709
St. Louis....	3,663,520	3,821,420	4,288,900	4,445,040	4,380,220	3,820,880	3,079,380	3,309,580	3,876,780	4,444,220	4,455,020	4,304,600	47,889,560
St. Paul.....	2,047,682	2,297,456	2,434,182	2,862,594	2,698,346	2,271,290	1,976,184	2,165,450	2,298,475	2,773,092	2,475,690	2,279,048	28,579,492
San Francisco	4,546,312	4,065,274	4,825,937	4,830,978	4,970,728	4,424,119	4,011,980	4,130,329	4,339,545	4,868,301	4,690,758	4,379,310	54,083,571
Washington..	4,532,904	4,320,267	5,028,389	4,921,033	4,931,566	4,311,359	3,777,176	3,608,529	4,593,235	5,201,039	4,879,937	4,966,226	55,071,660
Monthly totals	98,575,818	92,715,601	109,546,225	114,268,623	114,372,566	102,751,422	85,385,067	86,064,781	103,037,390	118,176,126	111,676,652	108,725,780	1,245,296,051

PAY OF MECHANICAL FORCES AS OF JAN. 1, 1936, IN PRINCIPAL U. S. CITIES

TYPOGRAPHICAL SCALES

CITY	DAY WORK Contract Hours per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours per Week	NIGHT WORK Hourly Wage Rates
New York City	37.5	1.444	37.5	1.510
Chicago, Illinois	45	1.400	45	1.510
Philadelphia, Pa.	37.5	1.083	37.5	1.155
Detroit, Mich.	37.5	1.293	37.5	1.375
Los Angeles, Calif.	45	1.177	45	1.244
Cleveland, Ohio	37.5	1.300	37.5	1.428
St. Louis, Mo.	38.33	1.206	37.5	1.344
Baltimore, Md.	36.66	1.145	36.66	1.213
Boston, Mass.	44	1.250	44	1.290
Pittsburgh, Pa.	45	1.288	45	1.355
San Francisco, Calif.	37.5	1.200	37.5	1.267
Milwaukee, Wis.	37.5	1.200	37.5	1.320
Buffalo, N. Y.	37.5	1.155	37.5	1.222
Washington, D. C.	35	1.285	35	1.428
Minneapolis, Minn.	40	1.218	40	1.293
	and 36	and 1.353	and 36	and 1.435
Cincinnati, Ohio	45	1.228	45	1.311
Newark, N. J.	46	1.347	46	1.413
Kansas City, Mo.	40	1.067	40	1.135
Seattle, Wash.	42	1.107	42	1.171
Indianapolis, Ind.	37.5	1.110	37.5	1.200
Rochester, N. Y.	40	1.025	40	1.090
Louisville, Ky.	40	1.012	40	1.075
Portland, Ore.	37.5	1.100	37.5	1.166
Houston, Texas	45	1.185	45	1.245
Toledo, Ohio	46.5	1.112	46.5	1.183
Columbus, Ohio	37.5	1.200	37.5	1.290
Denver, Colo.	44	1.125	44	1.201
St. Paul, Minn.	46.5	1.030	46.5	1.100
Atlanta, Ga.	40	1.031	40	1.093
Dallas, Texas	45	1.133	45	1.177
Birmingham, Ala.	40	1.045	40	1.105
Memphis, Tenn.	45	.981	45	1.046
Providence, R. I.	48	1.187	45	1.333
San Antonio, Texas	48	1.008	48	1.062
Omaha, Nebr.	40	1.000	40	1.062
Oklahoma City, Okla.	40	1.000	40	1.062
Richmond, Va.	40	1.000	40	1.062
Salt Lake City, Utah	37.5	1.133	37.5	1.200
Average	40.99	1.158	40.89	1.235

STEREOTYPERS' SCALES

CITY	DAY WORK Contract Hours per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours per Week	NIGHT WORK Hourly Wage Rates
New York City	45	1.233	37.5	1.540
Chicago, Illinois	48	1.080	45	1.200
Philadelphia, Pa.	40	1.000	40	1.050
Detroit, Mich.	40	1.150	36.25	1.269
Los Angeles, Calif.	45	1.066	45	1.088
Cleveland, Ohio	40	1.212	37.5	1.346
St. Louis, Mo.	48	1.072	42	1.226
Baltimore, Md.	46	1.043	41	1.170
Boston, Mass.	42	1.192	36	1.391
Pittsburgh, Pa.	45	1.144	45	1.211
San Francisco, Calif.	45	1.089	45	1.089
Milwaukee, Wis.	48	1.086	48	1.160
Buffalo, N. Y.	48	1.000	48	1.062
Washington, D. C.	37.5	1.111	32.5	1.358
Minneapolis, Minn.	40	1.063	40	1.063
New Orleans, La.	40	.750	40	.875
Cincinnati, Ohio	48	1.031	42	1.125
Newark, N. J.	46	1.141	34	1.544
Kansas City, Mo.	40	1.026	40	1.071
Seattle, Wash.	42	1.107	42	1.171
Indianapolis, Ind.	37.5	1.055	37.5	1.142
Rochester, N. Y.	48	1.041	48	1.125
Louisville, Ky.	40	.960	40	1.022
Portland, Ore.	40	.968	37.5	1.033
Houston, Texas	48	1.015	48	1.047
Toledo, Ohio	38.75	1.042	38.75	1.093
Columbus, Ohio	48	1.050	48	1.091
Denver, Colo.	48	.935	48	.985
St. Paul, Minn.	42	.945	42	1.010
Atlanta, Ga.	48	.973	48	1.007
Dallas, Texas	45	1.066	45	1.100
Birmingham, Ala.	48	.947	48	1.010
Memphis, Tenn.	48	.967	45	1.031
Providence, R. I.	42	1.285	42	1.285
San Antonio, Texas	48	.900	48	.900
Omaha, Nebr.	48	1.000	48	1.062
Oklahoma City, Okla.	48	.968	48	1.000
Salt Lake City, Utah	48	.875	48	.938
Average	44.39	1.042	42.66	1.129

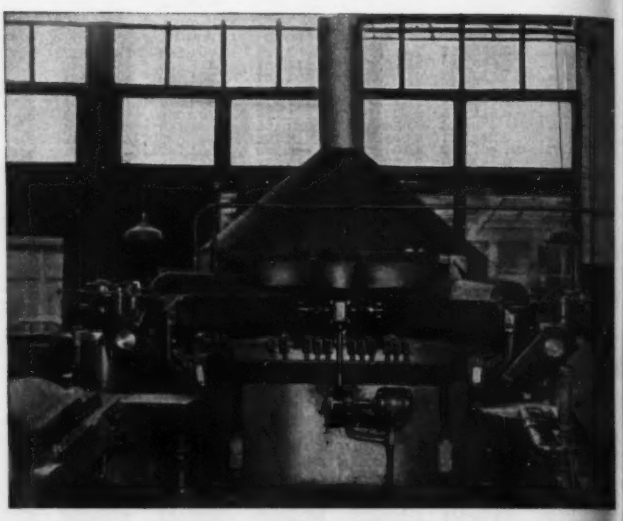
MAILERS' SCALES

CITY	DAY WORK Contract Hours per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours per Week	NIGHT WORK Hourly Wage Rates
New York City	48	.895	44	1.023
Chicago, Illinois	48	.875	45	1.000
Los Angeles, Calif.	45	.888	45	.922
Cleveland, Ohio	40	1.000	35	1.142
St. Louis, Mo.	48	.903	42	1.032
Boston, Mass.	42	.828	39.5	.912
Pittsburgh, Pa.	37.5	.853	37.5	.880
San Francisco, Calif.	37.5	.944	37.5	.944
Milwaukee, Wis.	37.5	.855	37.5	.922
Minneapolis, Minn.	40	.912	40	.912
Cincinnati, Ohio	48	.802	48	.831
Newark, N. J.	46	.902	42	1.036
Kansas City, Mo.	48	.839	48	.863
	and 48	and .791	and 48	and .811
Seattle, Wash.	45	.933	42	1.000
Indianapolis, Ind.	46	.765	46	.822
Portland, Ore.	40	.909	37.5	.970
Toledo, Ohio	38.75	.873	38.75	.873
Memphis, Tenn.	48	.831	45	.886
Oklahoma City, Okla.	40	.822	40	.864
Des Moines, Iowa	40	.850	40	.912
Salt Lake City, Utah	48	.781	48	.812
Albany, N. Y.	45	.888	45	.966
Tacoma, Wash.	42	.771	42	.771
Topeka, Kansas	40	.825	40	.896
Terre Haute, Ind.	40	1.012	40	1.050
Fresno, Calif.	48	.812	48	.812
Average	43.50	.865	42.25	.921

(*Continued on page* 132)

BUFFALO EVENING NEWS

Equips Stereotype Furnaces 100% with G-E ELECTRIC HEAT



Obtains These Five Big Advantages

1. Uniformly printed sheet
2. Higher-quality plates
3. One-third less dross
4. Cleaner, cooler working conditions
5. Accurate, automatic temperature control

SPEAKING of G-E electric heat, Mr. John W. Rosenbach, Mechanical Superintendent of the *Buffalo Evening News*, Buffalo, N. Y., says:

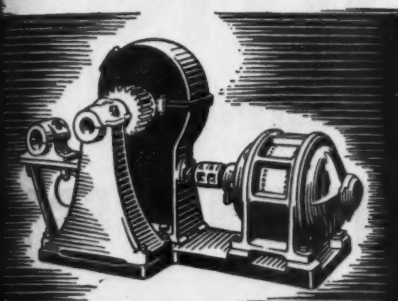
"Regardless of whether the casting is done during light or rush production periods, G-E electric heat, with its extremely accurate temperature control—plus or minus 5 degrees F—gives us absolutely uniform plates and exceptional uniformity of printed sheet. Although electric heat has given us many advantages and has saved us money on dross losses, we feel that the most important improvement which it has given us is *uniformity of printed sheet.*"

You can obtain these advantages by doing the same as the *NEWS* did. Slip some Calrod cast-in immersion heating units into your furnaces, connect them with an automatic temperature-control device, and insulate the furnace for electric heat. Simple, isn't it? And what's more, some of the largest furnaces in some of the busiest newspaper plants have been changed over to G-E electric heat during a single week-end. Write for complete information. General Electric Company, Dept. 6A-201, Schenectady, N. Y.

GENERAL ELECTRIC

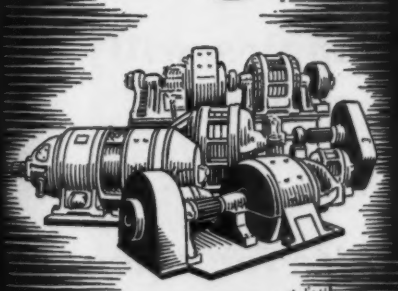
No Other Proof Can Equal the Proof of Performance

The Story of General Electric's Printing Equipment and Service



In 1909, General Electric pioneered the double-motor a-c. drive (threading motor shown at left)—one of many G-E contributions to the printing art

General Electric research engineers keep G-E equipments a step ahead in convenience, reliability, and economy of operation



General Electric makes a complete line of press drives and control—you get the type that best meets your requirements

EVERY day, in more than 900 newspaper plants throughout the United States, General Electric press drives and control are performing efficiently, dependably, and economically.

This daily record of successful service is the best testimony to the efficiency and economy of G-E press-drive equipment. It is a record that is being written in small plants and large plants, with a-c. and with d-c. power supplies, on the latest-model high-speed presses and on presses which have seen many years of service.

If your pressroom is already equipped with G-E press drives and control, you know that G-E equipment pays dividends in efficiency and economy of operation. If it is not so equipped, investigate the advantages that G-E equipment and G-E service offer you. Get in touch with the G-E office nearest you, or write General Electric, Dept. 6 -201, Schenectady, N. Y.

In addition to press drives and control, General Electric manufactures a complete line of switchboards, transformers, cable, electric heating devices, and other electric equipment for newspaper plants.

020-151

General Electric sales engineers are thoroughly experienced—they are ready to serve you—help you solve your press-drive problems

A nationwide system of sales offices, warehouses, and service shops is maintained by General Electric—prompt service is as close as your telephone

In hundreds of newspaper plants, G-E press-drive and control equipments supply the driving power to print editions running into millions of copies daily

GENERAL ELECTRIC

PAY OF MECHANICAL FORCES—Continued

(*Continued from page* 130)

PRESSMEN'S SCALES

Pressmen-in-Charge

CITY	DAY WORK Contract Hours per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours per Week	NIGHT WORK Hourly Wage Rates
New York City	45	1.522	41	1.743
Chicago, Illinois	45	1.266	42	1.404
Philadelphia, Pa.	40	1.000	37	1.144
Detroit, Mich.	48	1.202	44	1.311
Los Angeles, Calif.	45	1.133	42.5	1.200
Cleveland, Ohio	48	1.198	42	1.369
St. Louis, Mo.	48	1.104	42	1.261
Baltimore, Md.	48	1.125	42	1.285
Boston, Mass.	42	1.207	36	1.408
Pittsburgh, Pa.	45	1.155	45 and 45	1.155 and 1.222
San Francisco, Calif.	37.5	1.166	37.5	1.166
Milwaukee, Wis.	45	1.186	45	1.253
Washington, D. C.	37.5	1.244	37.5	1.311
New Orleans, La.	40	.813	37.5	.888
Cincinnati, Ohio	48	1.083	48	1.042
Newark, N. J.	45	1.333	41	1.585
Kansas City, Mo.	48	1.006	48	1.046
Seattle, Wash.	45	1.133	42	1.214
Indianapolis, Ind.	40	1.260	40	1.338
Rochester, N. Y.	48	1.135	48	1.218
Louisville, Ky.	40	1.075	40	1.137
Portland, Ore.	40	1.093	37.5	1.200
Houston, Texas	48	1.052	42	1.202
Toledo, Ohio	38.75	1.160	38.75	1.160
Columbus, Ohio	40	1.143	40	1.193
Denver, Colo.	48	1.031	42	1.179
Atlanta, Ga.	48	1.088	48	1.088
Birmingham, Ala.	40	1.063	35	1.214
Memphis, Tenn.	40	1.038	40	1.038
Providence, R. I.	45	1.245	39	1.436
San Antonio, Texas	48	.937	48	.937
Omaha, Nebr.	48	1.062	48	1.125
Oklahoma City, Okla.	48	1.094	48	1.125
Salt Lake City, Utah	48	1.000	48	1.063
Average	44.35	1.128	42.19	1.219

Journeymen Pressmen's Scales

CITY	DAY WORK Contract Hours per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours per Week	NIGHT WORK Hourly Wage Rates
New York City	45	1.322	41	1.524
Chicago, Illinois	45	1.100	42	1.226
Philadelphia, Pa.	40	.875	37	1.001
Detroit, Mich.	48	1.086	44	1.185
Los Angeles, Calif.	45	1.066	42.5	1.129
Cleveland, Ohio	48	1.073	42	1.226
St. Louis, Mo.	48	1.000	42	1.143
Baltimore, Md.	48	1.000	42	1.143
Boston, Mass.	42	1.064	36	1.241
Pittsburgh, Pa.	48	1.088	48 and 48	1.088 and 1.155
San Francisco, Calif.	37.5	1.100	37.5	1.100
Milwaukee, Wis.	45	1.086	45	1.160
Buffalo, N. Y.	40	1.000	40	1.031
Washington, D. C.	37.5	1.111	37.5	1.178
Minneapolis, Minn.	40	1.062	40	1.062
New Orleans, La.	40	.750	37.5	.825
Cincinnati, Ohio	48	1.010	48	1.031
Newark, N. J.	45	1.177	41	1.366
Kansas City, Mo.	48	.943	48	.984
Seattle, Wash.	45	1.067	42	1.143
Indianapolis, Ind.	40	1.181	40	1.260
Rochester, N. Y.	48	1.041	48	1.125
Louisville, Ky.	40	1.012	40	1.075
Portland, Ore.	40	1.000	37.5	1.100
Houston, Texas	48	.990	42	1.131
Toledo, Ohio	38.75	1.018	38.75	1.018
Columbus Ohio	40	1.050	40	1.100
Denver, Colo.	48	.937	42	1.071
Atlanta, Ga.	48	.974	48	.974
Dallas, Texas	45	1.026	45	1.060
Birmingham, Ala.	40	.968	35	1.107
Memphis, Tenn.	40	.950	40	.950
Providence, R. I.	45	1.178	39	1.360
San Antonio, Texas	48	.875	48	.875
Omaha, Nebr.	48	1.000	48	1.062
Oklahoma City, Okla.	48	.968	48	1.000
Salt Lake City, Utah	48	.875	48	.938
Average	44.21	1.028	42.32	1.109

PHOTO ENGRAVERS' SCALES

CITY	DAY WORK Contract Hours per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours per Week	NIGHT WORK Hourly Wage Rates
New York City	40	1.562	37.5	1.866
Chicago, Illinois	40	1.437	40	1.625
Philadelphia, Pa.	40	1.375	40	1.500
Cleveland, Ohio	40	1.425	37.5	1.653
St. Louis, Mo.	40	1.375	38	1.578
Baltimore, Md.	40	1.375	40	1.500
Boston, Mass.	40	1.375	40	1.500
Pittsburgh, Pa.	40	1.425	40	1.525
San Francisco, Calif.	40	1.200	40	1.266
Milwaukee, Wis.	40	1.375	37.5	1.600
Washington, D. C.	40	1.462	37.5	1.680
Minneapolis, Minn.	40	1.375	37	1.621
Cincinnati, Ohio	44	1.329	44	1.397
Kansas City, Mo.	42	1.330	42	1.377
Seattle, Wash.	42	1.285	42	1.285
Indianapolis, Ind.	37.5	1.466	37.5	1.600
Rochester, N. Y.	44	1.363	40	1.625
Portland, Ore.	40	1.200	40	1.275
Columbus, Ohio	42	1.488	42	1.559
Memphis, Tenn.	44	1.250	40	1.500
Providence, R. I.	40	1.525	40	1.625
San Antonio, Texas	44	1.250	..	.....
Average	40.89	1.375	39.64	1.531

NOTE: The hours per week listed are those called for in existing contracts as of January 1, 1936. Weekly rates are not shown because to be comparable all scales would have to be put on the same number of days per week. In the foregoing list of cities some are five-day contracts, some are six-day contracts, and various voluntary lay-off plans are in existence whereby situation holders may work as little as four days per week.

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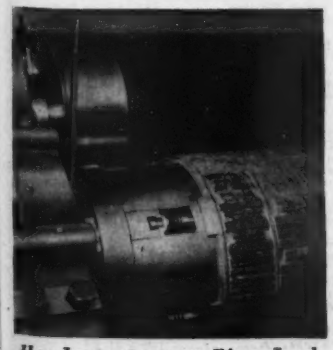

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PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

(*Continued from page* 136)

Name	Paper represented	
*Hyde, Henry M.	Baltimore Evening Sun	1214 Nat'l Press Bldg.
*Ingraham, H. R.	Associated Press	Star Bldg.
*James, Ollie M.	Louisville Herald-Post	1365 Nat'l Press Bldg.
‖Jamieson, William Edward	Houston Chronicle, New Orleans States, San Antonio (Tex.) Express	1255 Nat'l Press Bldg.
Jefferson, Mary F.	Women's Wear	505 Union Trust Bldg.
*Jenkins, J. H.	Associated Press	Star Bldg.
*Jewell, Edmund	Washington Times	1317 H St.
*Johnson, George Mack	United Press Associations	Nat'l Press Bldg.
*Jones, Coleman B.	New York Herald Tribune	1279 Nat'l Press Bldg.
Jorgensen, Hanne	Newark Evening News	903 Colorado Bldg.
*Karig, Walter	Newark Evening News	903 Colorado Bldg.
Kelley, Ralph J.	Atlanta Constitution, Miam (Fla.) Herald, Sacramento (Calif.) Bee, Fresno (Calif.) Bee, Modesto (Calif.) Bee	1246 Nat'l Press Bldg.
*Kelly, Eugene A.	Washington Times	1317 H St.
*Kelly, John W.	Portland (Oreg.) Oregonian	1225 Nat'l Press Bldg.
Kendrick, Harrold D.	Green Bay (Wis.) Press-Gazette	824 Nat'l Press Bldg.
*Kennedy, Frank A.	St. Petersburg (Fla.) Independent, Jacksonville Journal, Miami Daily News, Tampa Daily Times, Pensacola Journal and News, Orlando Reporter and Sentinel	1863 Wyoming Ave.
*†Kennedy, William P.	Washington Star, Boston Herald, Boston Traveler, Springfield Republican, Salem News	11th and Pa. Ave.
*Kent, Russell	Birmingham News, Birmingham Age-Herald, Chattanooga Times	1261 Nat'l Press Bldg.
*Kenworthy, Carroll H.	United Press Associations	Nat'l Press Bldg.
*†Keyser, Charles P.	St. Louis Globe-Democrat	711 Albee Bldg.
Kezer, Monro	Associated Press	Star Bldg.
*Kidney, Daniel M.	Indianapolis Times, Evansville (Ind.) Pres, Oklahoma City News	1013 13th St.
Kilgore, Bernard	Wall Street Journal	1091 Nat'l Press Bldg.
*King, James P.	Washington Daily News	1013 13th St.
King, Tom W.	Winnipeg Free Press	1468 Clinton St.
Kinnear, Isabel	Bridgeport Times-Star, Holyoke Transcript	920 Colorado Bldg.
*Kintner, Robert E.	New York Herald Tribune	1279 Nat'l Press Bldg.
*Kirkley, Don J.	Fort Worth Star Telegram	808 Investment Bldg.
Kluckhohn, Frank L.	New York Times	714 Albee Bldg.
*Knorr, Ernst A.	Central News of America	205 Mills Bldg.
Knowles, Horace	Houston Chronicle, Shreveport Times, Amarillo News	1225 Nat'l Press Bldg.
Kramer, Kenneth G.	Wall Street Journal	1091 Nat'l Press Bldg.
Kreiselman, Lee	Wichita Beacon	Westchester Apartments
Krieghbaum, Hillier	United Press Associations	Nat'l Press Bldg.
*Krock, Arthur	New York Times	714 Albee Bldg.
Krug, Thomas K.	Jamaica (N. Y.) Daily Press (C. S.)	2400 16th St.
*Kuriyama, Chojiro	The Tokyo Nichi-Nichi, the Osaka Mainichi Japan	
*Lambert, John T.	Universal Service	603 Times-Herald Bldg.
*Lamm, Lynne M.	Daily Metal Trade, Hollywood (Calif.) Reporter	1050 Nat'l Press Bldg.
Laurence, Amory A.	Providence Journal, Providence Bulletin	607 Hibbs Bldg.
*†Leach, Paul R.	Chicago Daily News	901 Colorado Bldg.
Lehrbas, Lloyd	Associated Press	Star Bldg.
*Le May, Francis M.	Associated Press	Star Bldg.
‖Lewis, Dorothea J.	La Crosse (Wis.) Tribune, Appleton (Wis.) Post-Crescent	824 Nat'l Press Bldg.
*Lewis, E. W.	United Press Associations	Nat'l Press Bldg.
*Lewis, Fulton, Jr.	Universal Service	603 Times-Herald Bldg.
*Lewis, Sir Willmott	London Times	1605 New Hamp. Ave.
*Lincoln, G. Gould	Washington Star	11th and Pa. Ave.
*Lindley, Ernest K.	New York Herald Tribune	1279 Nat'l Press Bldg.
*Linz, Bertram F.	Newport Daily News, La Nacion, Buenos Aires	621 Albee Bldg.
*†‖Linz, Clarence L.	New York Journal of Commerce, Newport Daily News	619 Albee Bldg.
*Little, Herbert	Buffalo Times	1013 13th St.
*Lockett, Edward B.	International News Service	602 Times-Herald Bldg.
Lorance, John	Springfield (Mass.) Daily News	1305 N St.
Louthan, Mary C.	New York Sun	1 Munsey Bldg.
*Lyman, Carson F.	Associated Press	Star Bldg.
*Lynn, Robert M.	Richmond News Leader, Wilmington (Del.) Every Evening, Roanoke Times, Roanoke (Va.) World-News	1196 Nat'l Press Bldg.
Lyons, S. Burton	New York Journal of Commerce	619 Albee Bldg.
*McClellan, Robert	Washington Herald	1317 H St.
*McCormick, Bob	Washington News	1013 13th St.
*McDonnell, J. Bernard	Washington Post	Post Bldg.
*McDonough, Stephen	Associated Press	Star Bldg.
‖McGahan, Paul J.	Philadelphia Inquirer	1229 Nat'l Press Bldg.
McGill, George W.	Chattanooga News (Tenn.)	1819 G St.
McGill, Robert	International News Service	602 Times-Herald Bldg.
*†McGowan, P. H.	Columbia State, Charleston Evening Post, Tampa Tribune, Savannah Press, Augusta Chronicle, Spartanburg (S. C.) Herald, Lexington Herald	1746 Lamont St.
McGuire, Donald A.	Associated Press	Star Bldg.
*McKee, Oliver, Jr.	Boston Evening Transcript	911 Colorado Bldg.
*McKelway, Benjamin M.	Washington Star	11th and Pa. Ave.
*McLean, Charles Clark	New York Times	714 Albee Bldg.
*McNamee, Michael M., Jr.	Central News of America	205 Mills Bldg.
*MacMahon, Louis A.	Washington Herald	1317 H St.
Magruder, Thomas G.	Wall Street Journal	1091 Nat'l Press Bldg.
Malcolmson, Charles	Philadelphia Record, New York Post	1263 Nat'l Press Bldg.
*Mallon, Hugh D.	Oil City (Pa.) Derrick	Investment Bldg.
*Mallon, Paul	North American Newspaper Alliance	1028 Woodward Bldg.
Mallon, Winifred	New York Times	714 Albee Bldg.
‖Manly, Chesly	Chicago Tribune News Service	815 Albee Bldg.
*Manning, George H., Jr.	Harrisburg News-Patriot, Camden Courier and Post, Toronto Star, Elmira Star-Gazette, Newark Ledger, Star-Gazette, Newark Ledger	1223 Nat'l Press Bldg.
Manning, Helen May	Newark Ledger	1223 Nat'l Press Bldg.
*Marbut, F. B.	Associated Press	Star Bldg.
Marshall, C. G.	United States News Association	2201 M St.
*Martin, Lorenzo W.	Louisville Times	1213 Nat'l Press Bldg.
Mattfeldt, Rudolf	Frankfurter Zeitung	Hotel Cairo
*Mayl, Edward O.	International News Service	60 Times-Herald Bldg.
*Meiman, Benjamin	Jewish Daily Forward	4203 16th St.
*Mellett, Lowell	Washington News, Scripps-Howard Newspaper Alliance	1013 13th St.
Meredith, L. W.	International News Service	602 Times-Herald Bldg.
*Metcalfe, James S.	Wall Street Journal	1091 Nat'l Press Bldg.
*Michael, Charles R.	New York Times	714 Albee Bldg.
Miller, Joseph L.	Associated Press	Star Bldg.
‖Miller, Lee G.	Scripps-Howard Newspaper Alliance	1013 13th St.
Mitchell, Jonathan	Manchester Guardian	1832 K St.
*Mobley, Radford E., Jr.	Akron Beacon Journal, Honolulu Star Bulletin, Reno Gazette, Rock Island Argus, Omaha World-Herald, Richmond Times Dispatch, Mobile Press-Register	505 Albee Bldg.
*Monroe, Meade C.	United Press Associations	Nat'l Press Bldg.
*Montee, H. C.	United Press Associations	Nat'l Press Bldg.
*Moody, Blair	Detroit News	904 Colorado Bldg.
*Morgan, Cole E.	Universal Service	603 Times-Herald Bldg.
Morhart, Frederick H., Jr.	Indianapolis News	608 Albee Bldg.
*Morris, Joe Alex	United States News Association	Nat'l Press Bldg.
*Mosher, Clinton L.	Brooklyn Daily Eagle	1244 Nat'l Press Bldg.
*‖Murray, K. Foster	Norfolk Virginian-Pilot, Savannah Morning News, Charleston News and Courier	1203 Nat'l Press Bldg.
*Mylander, W. H.	Associated Press	Star Bldg.
*Myers, John	International News Service	602 Times-Herald Bldg.
*Neal, William S.	International News Service	602 Times-Herald Bldg.
Nettleton, Tully	Christian Science Monitor	1287 Nat'l Press Bldg.
*Newberry, A. T.	International News Service	602 Times-Herald Bldg.
*Neymyer, Arthur G.	Washington Times	1317 H St.
Nixon, Glenn	United States News Association	2201 M St.
*O'Connell, Dan E.	Washington Times	1317 H St.
*O'Donnell, John	New York Daily News	1380 Nat'l Press Bldg.
*O'Leary, J. A.	Washington Star	11th and Pa. Ave.
*O'Rourke, John	Washington Daily-News	1013 13th St.
*Ogdon, William P.	New York Times	714 Albee Bldg.
*Oliver, D. Harold	Associated Press	Star Bldg.
Opffer, Emil	Politiken, Copenhagen, Denmark	1620 Belmont St.
*Osborne, G. Hunter	New Orleans Item-Tribune	1214 Nat'l Press Bldg.
*Othman, Fred C.	United Press Associations	Nat'l Press Bldg.
*Owen, Cecil	Philadelphia Record, New York Evening Post	1263 Nat'l Press Bldg.
*Palmer, Ralph D.	Washington News	1013 13th St.
Parke, N. C.	International News Service	602 Times-Herald Bldg.
‖*Parker, George B.	Scripps-Howard Newspaper Alliance	1013 13th St.
Patterson, Eleanor M.	Washington Herald	1317 H St.
‖Pearl, Philip	Universal Service	603 Times-Herald Bldg.
Pearson, Drew	United Features Syndicates	1244 Nat'l Press Bldg.
*Pearson, Leon M.	United Features Syndicates	1244 Nat'l Press Bldg.
*Perkins, Fred W.	Pittsburgh Press	1013 13th St.
*Pfister, Edward A.	Erie (Pa.) Daily Times	1706 F St.
Pinkerton, William	Associated Press	Star Bldg.
*Plummer, H. C.	Associated Press	Star Bldg.
Post, Robert P.	New York Times	714 Albee Bldg.
*Powell, R. E.	Durham Morning Herald	Burlington Hotel
*Prevost, Clifford A.	Detroit Free Press	1203 Nat'l Press Bldg.
*Price, Byron	Associated Press	Star Bldg.
*Pyle, Ernest T.	Scripps-Howard Newspaper Alliance	1013 13th St.
*Ragsdale, W. B.	Associated Press	Star Bldg.
*Ralph, Henry D.	Chicago (Ill.) Journal of Commerce	1224 Nat'l Press Bldg.
Raymond, William R.	Wall Street Journal	1091 Nat'l Press Bldg.
*Reed, Fred A.	Chicago Daily News	901 Colorado Bldg.
*Reichmann, J. A.	United Press Associations	Nat'l Press Bldg.
*Reilly, Arthur	Washington Herald	1317 H St.
‖Reilly, Joseph F.	Newark Star-Eagle	1363 Nat'l Press Bldg.
Rendell Richard	Associated Press	Star Bldg.
Reynolds, J. Lacy	Washington Herald	1317 H St.
Rice, Margery	Chicago Journal of Commerce	1224 Nat'l Press Bldg.
*Richardson, Stanley P.	Associated Press	Star Bldg.
*Riley, George D.	Washington Herald	1317 H St.
Riley, Nelson J.	Associated Press	Star Bldg.
*Rippey, Stephens	Bridgeport Post-Telegram	Nat'l Press Bldg.
Robb, Gene	Universal Service	603 Times-Herald Bldg.
Robertson, Ben	Associated Press	Star Bldg.
*Robertson, Nathan W.	Associated Press	Star Bldg.
*Robinson, Tremain Fisher	Minneapolis Journal	814 Albee Bldg.
*Rochester, Edward S.	Macon Evening News, Macon Telegraph	1517 H St.
Roddan, E. L.	Universal Service	603 Times-Herald Bldg.
*Romm, Valdimir	Izvestia, Moscow (U. S. S. R)	1635 R St.
‖Roosa, Floyd S.	Universal Service	603 Times-Herald Bldg.
Roper, L. Foust	Lexington Advertiser-News	Cairo Hotel
Routt, Mary Patterson	Pasadena Star News-Post	Mayflower Hotel
Ruby, Jane L.	Newspaper Enterprise Association	1322 New York Ave.
*Ruth, Carl D.	Toledo Blade, Duluth Herald, Toledo Times, Duluth News-Tribune	1365 Nat'l Press Bldg.
*Salisbury, Harrison	United Press Associations	Nat'l Press Bldg.
*Sanders, Kenneth E.	Associated Press	Star Bldg.
*Sanger, Richard H.	Universal Service	603 Times-Herald Bldg.
*Sartwell, Franklin G.	Washington Times	1317 H St.
*Saunders, Richard E.	Omaha (Neb.) Bee News	1227 Nat'l Press Bldg.
Schloss, Leon	International News Service	602 Times-Herald Bldg.
*Schriftgiesser, Karl	Washington Post	Post Bldg.
*Scott, David R.	Sandusky Star-Journal, Louisville (Ky.) Herald-Post	Nat'l Press Bldg.
*Scott, Owen L.	United States News Association	2001 M St.
*Secrest, J. D.	Washington Post	Post Bldg.
*Sell, Kurt G.	German News Bureau, Berlin	Racquet Club
*Shaeffer, Chas. P.	Associated Press	Star Bldg.
*Shelton, P. H.	The Financial Times, London	807 18th St.
‖Sherman, Allan	United States News Association	2201 M St.
*Silber, Fritz	Washington Daily News	1013 13th St.
Shoop, Duke	Kansas City Star	610 Albee Bldg.
‖Short, Joseph H.	Associated Press	Star Bldg.
*Shubert, Leonard B.	Associated Press	Star Bldg.
*‖Simms, Wm. Philip	Scripps-Howard Newspaper Alliance	1013 13th St.
‖Simpson, Kirke L.	Associated Press	Star Bldg.
Skinner, Carl	United Press Associations	Nat'l Press Bldg.
*Sloan, Kermit	Central News of America	205 Mills Bldg.
*Smith, Carl	Oregon Journal, Portland	824 Colorado Bldg.
*Smith, Charles Brooks	Wheeling Intelligencer, Wheeling News, Parkersburg Sentinel, Fairmont West Virginian, Fairmont Times, Martinsburg Journal, Elkins Intermountain, Welsh News, Hinton News, Point Pleasant Register	1650 Harvard St.
Smith, Denys H. H.	London Morning Post	1343 Connecticut Ave.
*Smith, Frank M.	Washington Times	1317 H St.
*Smith, Hal Harrison	New York Times	714 Albee Bldg.
Smith, Hugh A. McClure	London Times	1605 New Hamp. Ave.
Smith, Kingsbury	International News Service	602 Times-Herald Bldg.
Smith, Leonard F.	Commercial Appeal	1230 Nat'l Press Bldg.
*Smith, Ralph	Atlanta Journal	Mayflower Hotel
Smith, Russell	Lancaster Intelligencer-Journal, Scranton Times, Fort Wayne News-Sentinel, Omaha World Herald, Sioux City (Iowa) Tribune, Rochester Democrat and Chronicle, Rochester Times Union, Richmond (Va.) Times Dispatch	505 Albee Bldg.
*Smith, Stanley H.	Traffic World, Chicago	706 Earle Bldg.
Smith, Virginia Lee	Washington Post	Post Bldg.
*Snure, John	New York Herald Tribune, Des Moines Register, Davenport Times	1279 Nat'l Press Bldg.
*Snure, John, Jr.	Washington Times	1317 H St.
*Speers, Leland C.	New York Times	714 Albee Bldg.
*Squire, Clark	Scripps League	Hamilton Hotel
*Stafford, Laurence	Grand Rapids Press	927 Colorado Bldg.
*Stansbury, Edward	United Press Association	Nat'l Press Bldg.
*Stark, Louis	New York Times	714 Albee Bldg.
Steele, Nelson	New York Sun	1 Munsey Bldg.
Stephenson, Francis M.	Associated Press	Star Bldg.
*Stern, Max	New Mexico State Tribune (Albuquerque), San Diego Sun, San Francisco News, El Paso (Tex.) Herald-Post	1322 New York Ave.
*Sterner, Charles J.	Wall Street Journal	1091 Nat'l Press Bldg.
‖Stevens, H. C.	Minneapolis Journal	814 Albee Bldg.
*Stevenson, Charles	Washington Herald	1317 H St.
*Stewart, Charles P.	Central Press Association	1900 S St.
Stimpson, George W.	Houston Post	726 Nat'l Press Bldg.
‖Stofer, Alfred J.	Birmingham News, Montgomery Advertiser	1261 Nat'l Press Bldg.
*Stokes, Thomas L.	New York World Telegram	1013 13th St.
*Stone, Walker	Scripps-Howard Newspaper Alliance	1013 13th St.
*Stong, Benton J.	Birmingham Post, Knoxville News-Sentinel, Memphis Press-Scimitar	1013 13th St.
*Storm, Frederick A.	United Press Associations	Nat'l Press Bldg.
*Stratton, Clif	Kansas City Kansan, Topeka Daily Capital	The Burlington
‖Strayer, Martha	Washington News	1013 13th St.
Strout, Richard L.	Christian Science Monitor	1287 Nat'l Press Bldg.
*Sullivan, Mark	New York Herald Tribune Syndicate	1279 Nat'l Press Bldg.
*†‡Suter, John T.	Associated Press	Star Bldg.
Sweinhart, Henry L.	Hayes News Agency	810 Star Bldg.
Taishoff, Sol	Radio News Bureau	870 Nat'l Press Bldg.
*Talburt, H. M.	Scripps-Howard Newspaper Alliance	1013 13th St.
*Tarry, G. L.	Wall Street Journal	1091 Nat'l Press Bldg.
*Taylor, John W.	United States News Association	2201 M St.
*Thiele, Henry C.	Washington Post News Service	Post Bldg.
*Thistlethwaite, Mark	Indianapolis News, Fort Wayne Journal Gazette, Evansville Courier Journal, Terre Haute Tribune	608 Albee Bldg.
*Thompson, H. O.	United Press Associations	Nat'l Press Bldg.
Thornburgh, Robert S.	International News Service	602 Times-Herald Bldg.

(*Continued on page* 140)

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CARRIER BOY PAPERS

ALABAMA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Dothan	Eagle	Eagle Wings	1	8½ x 14	Monthly	J. R. Chamblee

CALIFORNIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
San Francisco	Chronicle	Chronicle Courier	4	11½ x 17	Monthly	Fred Forbes
San Francisco	Examiner	Occellerator	12	8 x12	Monthly	Walter Hoots
San Francisco	News	News Junior	4	5 x 16	Monthly	Hal Curtis
San Jose	News	Criterion Crier	6	5½ x 8½	Monthly	Culver Wold
Stockton	Record	Circulation Say-So	4-6	9½ x 12	Monthly	Art Corrigan
Ventura	Free Press	Carriers' Clarion	4-6	....	Monthly	Jerry O'Brien

COLORADO

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Denver	Rocky Mt. News	The Lighthouse	8	7 x 11	Monthly	W. E. Brown

CONNECTICUT

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Bridgeport	Times-Star	Star	4	8 x 10	Monthly	Jack T. McGuire
Hartford	Courant	Courant Events	4	9¼ x 11½	Monthly	Edward M. Sechtman

DISTRICT OF COLUMBIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Washington	Herald-Times	Go-Getter	4	Tabloid	....	L. G. Leech, Ray Thompson
Washington	News	Livewires	4	9½ x 13	Monthly	A. R. Bradley

FLORIDA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Miami	Herald	Herald Junior	4	16¾ x 11½	Monthly	Jimmie Davis
Miami	Tribune	Daily Tribune Carrier's Courier	1-2	8½ x 11	Weekly	C. Swanson

GEORGIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Atlanta	Journal	Pep	4	17¼ x 11½	Monthly	Geo. N. Anderson
Macon	News	Bi-Monthly News	4	8½ x 11	Bi-Monthly	Wm. Drinnon
Savannah	News-Press	Newspaper Boy	4	17 x 11½	....	Albert Cameron

TERRITORY OF HAWAII

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Honolulu	Advertiser	Merchant Carrier	8	5 col. x 16	Monthly	Earl Challenger

IDAHO

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Moscow	News-Review	Snooze-Review	8	6½ x 9	Quarterly	Eugene Balsh

ILLINOIS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Bloomington	Pantagraph	Family Circle	8	9 x 13	Monthly	Milton Bluemke

INDIANA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Muncie	Press	Press-Boy	4	11½ x 17	Monthly	W. C. Worcester

IOWA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Davenport	Times	Pep Letter	1	8½ x 13	Weekly	Ed. F. Mill
Des Moines	Register & Tribune	Start Starter	4	15½	Monthly	Roy Highfield
Des Moines	Register & Tribune	Carrier Salesman	4	15½	Monthly	Roy Highfield
Des Moines	Register & Tribune	Route Builder	4	15½	Monthly	Roy Highfield
Des Moines	Register & Tribune	Rural Salesman	4	15½	Monthly	Roy Highfield
Nevada	Journal	Weekly Bulletin	1-2	8½ x 11	Weekly	....
Sioux City	Tribune	Junior Tribune	1	12 x 18	Monthly	Bob O'Neil

KENTUCKY

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Louisville	Herald-Post	Junior	4	12 x 17	Monthly	Cameron V. Coffman
Covington	Cincinnati Post	Guide Post	4	12 x 17	Monthly	J. Karl Hetsch

MASSACHUSETTS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Boston	American & Advertiser	The Hustler	3	8½ x 14	Bi-Monthly	O. R. Lewis
Boston	Herald-Traveler	The Spur	4	9½ x 11½	Monthly	....
Worcester	Telegram & Gazette	Brass Tacks	4	9 x 12	Monthly	J. J. Lyons

MICHIGAN

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Flint	Journal	Junior Journal	2	8½ x 14	Monthly	....
Jackson	Citizen Patriot	Carrier	1	8½ x 14	Monthly	P. S. Boyden
Jackson	Citizen Patriot	Agents News	1	8½ x 14	Monthly	G. M. Cowden

MINNESOTA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Mankato	Free Press	Ace High	2	12 x 8½	Bi-Monthly	R. G. Rapp
Minneapolis	Journal	Journalette	6	8 x 12	Monthly	H. Siemers
St. Paul	Dispatch & Pioneer Press	Junior Ambassador	4	11¾ x 16¾	Monthly	....
St. Paul	News	Carrier Reporter	4	Tabloid	Monthly	Ivan Burg

MISSOURI

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Kansas City	Journal-Post	The Hustler	4	11 x 17	Monthly	Phillip Sawicki

MONTANA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Butte	Montana Standard	Junior	4	9 x 11	Monthly	F. A. Launsbach

NEBRASKA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Lincoln	Star	Junior	4	Tabloid	Monthly	P. F. Johnson

NEW YORK

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
New York	Daily Mirror	Miniature Mirror	12	8 x 10½	Monthly	James Hurley
Staten Island	Advance	Junior Advance	4	8½ x 11	Monthly	John M. Kearns
Niagara Falls	Gazette	Junior	4	11 x 9	Occasionally	C. C. Frost
Syracuse	Post-Standard	Junior	4	9 x 11	Occasionally	....
Utica	Observer-Dispatch	Salesman Sentinel	2	11 x 8½	Weekly	Arthur J. Vath
Westchester	County Newspapers	Carrier Journal	4	6 x 9	Bi-Monthly	C. Glen Winger

NORTH CAROLINA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Asheville	Citizen & Times	Junior	4	5½ x 8½	Weekly	B. B. Humphrie
Raleigh	Times	Porch-Peddler	4	8½ x 14	Weekly	Sam H. Austin
Wilmington	Star & News	Junion Star-News	4	11 x 17	Monthly	....

NORTH DAKOTA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Fargo	Forum	Route Builder	4	12 x 18	Monthly	J. F. Payne

OHIO

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Cincinnati	Post	Guide Post	4	12 x 17	Monthly	J. Karl Hetsch
Cleveland	Press	Press	6	12 x 18	Every 2 Mos.	F. N. Kerr
Columbus	Dispatch	The Hustler	4	11¾ x 17	Monthly	Ernest A. Cady
Toledo	Blade	Whetstone	4	11 x 17	Monthly	Frank S. Newell
Youngstown	Vindicator	Junior	4	Tabloid	Monthly	Ted Devlin

OREGON

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Portland	Journal	Little Journal	10-20	8 x 10	Monthly	Geo. Farmer
Portland	News Telegram	Junior News Telegram	8	Tabloid	Monthly	B. G. Cameron
Portland	Oregonian	Shop Talk	8	15½ x 11½	Monthly	D. W. Farmer

PENNSYLVANIA

City	Name of Parent News-Paper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Ardmore	Main Line Times	Times-Booster	1	8½ x 11	Bi-Monthly	F. R. K[illegible]
Lancaster	New Era & Intelligencer Journal	Snipe	4	10	Monthly	Geo. W. [illegible]
Pittsburgh	Press	The Lighthouse	4	11 x 14	Monthly	....
Scranton	Republican	The Route Builder	4	16	Monthly	D. J. [illegible]
Williamsport	Sun & Gazette & Bulletin	Junior Sun-Gazette	4	16 x 21	Monthly	David N. [illegible]
Williamsport	Grit	Push	16	6 x 9	Monthly	LaRue G[illegible]
York	Dispatch	The Hustler	4	7 x 11	Monthly	Charles K[illegible]

SOUTH CAROLINA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Columbia	Record	Bulletin	4	8½ x 11	Bi-Monthly	L. C. [illegible]

TENNESSEE

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Chattanooga	Times	Times Carrier	4	16½ x 10½	Monthly	J. Will[illegible] Hobeck
Nashville	Banner	The Lion's Roar	4	Tabloid	Monthly	Lloyd F[illegible]

TEXAS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Galveston	News-Tribune	Junior	4	7 x 10	Every Other Month	....
Houston	Press	Power-House	4	Tabloid	Monthly	V. W. L[illegible]

WASHINGTON

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Longview	News	The Hustler	2	....	Weekly	E. A. Mc[illegible]
Wenatchee	World	Carriers' Bulletin	4	8 x 11	Monthly	Lawrence [illegible]

WEST VIRGINIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Charleston	Gazette	Gase-At-It	4	Tabloid	Monthly	C. H. R[illegible]
Clarksburg	Exponent-Telegram	Junior	8	10 x 16	Monthly	Paul G. [illegible]

CANADA

ALBERTA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Calgary	Herald	Go-Getter	8	11 x 12	Monthly	A. W. [illegible]

BRITISH COLUMBIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Vancouver	Province	Live Wire	4	15 x 11½	Monthly	L. J. C[illegible]
Vancouver	Sun	The Hustler	4	17 x 11	Monthly	Frank [illegible]

MANITOBA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Winnipeg	Tribune	Live Wire	4	17 x 12	Monthly	Allan A[illegible]

ONTARIO

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Niagara Falls	Review	Route Builder	4	6½ x 9½	Monthly	A. Furey
St. Catharines	Standard	Carriers' Standard	4	8½ x 11½	Monthly	....
Toronto	Globe	Globe Carrier	4	Tabloid	Monthly	G. S. S[illegible]
Toronto	Star	Route Builder	8	9 x 12	Monthly	Ben S[illegible]

SASKATCHEWAN

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimen.	Frequency of Issue	Name of Editor
Saskatoon	Star-Phoenix	Paper Bag	4	Tabloid	Monthly	G. P. [illegible]

PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

(*Continued from page* 138)

*Timmons, Bascom N.	Houston Chronicle, San Antonio Express, Dallas Times-Herald, Tulsa World, Shreveport (La.) Times, New Orleans States, Arkansas Democrat, Youngstown Vindicator	1255 Nat'l Press Bldg.
*Todd, Lawrence	Telegraph Agency of the U. S. S. R.	999 Nat'l Press Bldg.
Trohan, Walter	Chicago Tribune News Service	815 Albee Bldg.
*Trussell, Charles P.	Baltimore Sun	1214 Nat'l Press Bldg.
*Tucker, Ray	McClure Newspaper Syndicate	6308 Hillcrest Place, Chevy Chase, Md.
Tufty, Esther Van Wagoner	Michigan League of Home Dailies, Lansing (Mich.) State Journal, Pontiac (Mich.) Daily Press	309 People's Life Insurance Bldg.
*Turner, G. Russell, Jr.	United Press Associations	Nat'l Press Bldg.
*Turner, Richard L.	Associated Press	Star Bldg.
*Van Tine, Donald	United Press Associations	Nat'l Press Bldg.
*Waldman, Seymour	New York Daily Worker	954 Nat'l Press Bldg.
*Waldrop, Frank C.	Washington Herald	1317 H St.
*Walsh, Burke	N. C. W. C. News Service	1312 Mass. Ave.
*Waltman, Franklyn, Jr.	Washington Post	Post Bldg.
*†Ward, Harry	International News Service	602 Times-Herald Bldg.
*Ward, Paul W.	Baltimore Sun	1214 Nat'l Press Bldg.
*Warner, Albert L.	New York Herald Tribune	1279 Nat'l Press Bldg.
*Warren, Ernest G.	Associated Press	Star Bldg.
Warren, Walter D., Jr.	Boston Herald, Boston Traveler, Springfield Republican, Springfield Daily News, Salem News	1715 19th St.
Warrenfels, Douglas	Washington Post	Post Bldg.
*Watkins, Charles D.	Associated Press	Star Bldg.
‖Watkins, Everett C.	Indianapolis Star, Terre Haute Star	1397 Nat'l Press Bldg.
*Weil, Arthur T.	Buffalo Evening News	1207 Nat'l Press Bldg.
Weir, Frank H.	Philadelphia Evening Public Ledger	1201 Nat'l Press Bldg.
‖Weir, Paul	Reuter's (Ltd.), London	330 Star Bldg.
*Weller, Frank I.	Associated Press	Star Bldg.
Welsh, Estelle G.	St. Louis Post-Dispatch	201 Kellogg Bldg.
*Werble, Wallace	International News Service	602 Times-Herald Bldg.
*White, William Lindsay	Emporia Gazette	744 Jackson Place
*White, William S.	Associated Press	Star Bldg.
*Whyte, Louis E.	Washington Times	1317 H St.
*Wiggins, J. R.	St. Paul Pioneer Press, St. Paul Dispatch	625 Albee Bldg.
*Wight, William	Associated Press	Star Bldg.
*Wile, Frederic William	Japan Advertiser (Tokyo, Japan), Joliet Herald-News, Washington Evening Star	862 Earle Bldg.
*Williams, Gladstone	Miami Herald, Fresno (Calif.) Bee, Modesto (Calif.) Bee, Atlanta Constitution, Sacramento Bee	1246 Nat'l Press Bldg.
*Williams, Robert E.	Raleigh (N. C.) News and Observer	1232 Nat'l Press Bldg.
Wilkins Ford	Associated Press	Star Bldg.
*Wilson, Daune	United Press Associations	Nat'l Press Bldg.
*Wilson, Lyle C.	United Press Associations	Nat'l Press Bldg.
*Wilson, Richard L.	Des Moines Register and Tribune	123 Nat'l Press Bldg.
*Wimer, Arthur C.	Hartford Courant, New Castle News	1232 Nat'l Press Bldg.
*Wood, Lewis	New York Times	714 Albee Bldg.
*‖Wooton, Paul	New Orleans Times-Picayune	1252 Nat'l Press Bldg.
*Wright, Clarence M.	Associated Press	Star Bldg.
*Wright, James L.	Buffalo Evening News	1207 Nat'l Press Bldg.
Wright, Richard A.	Wall Street Journal	1091 Nat'l Press Bldg.
*Wrigley, Thomas	Universal Service	603 Times-Herald Bldg.
*Yocom, Herbert A.	Associated Press	Star Bldg.
*Young, Donald A.	Associated Press	Star Bldg.
*Young, John Russell	Washington Star	11th and Pa. Ave.
Young, Marguerite	New York Daily Worker	954 Nat'l Press Bldg.

The * designates those whose wives accompany them; the † designates those whose daughters accompany them; the ‖ designates those having other ladies with them.

HOUSE PRESS GALLERY

William J. Donaldson, Jr., superintendent, 3730 Brandywine St.
Chester R. Thrift, assistant superintendent, 1218 33d St.
Anthony P. Demma, 1124 Abbey Place, N.E.

SENATE PRESS GALLERY

William J. Collins, superintendent, 3402 Dent Place.
Joseph E. Wills, assistant superintendent, 4621 43d Place.
Harold R. Beckley, 4623 43d Place.

Where 1/10TH. PAYS 3/10THS.

In other words, the "Nation's Richest 10th"—which is the First Market of 13,000,000 people and 10.29 per cent of the U.S. population—pays $337,866,880, or 30.75 per cent of the national total income tax of $1,099,230,392 for fiscal year ending June 30, 1935.

In the payment of ALL internal revenue taxes, including above—

NEW YORK STATE

scores heavily again. Father Knick has paid the modest sum of $672,196,377, or 20.38 per cent of Uncle Sam's total $3,299,435,572 imposts for same period.

The lesson in dollars and cents conveyed in regard to New York State economics via these colossal figures—should not be lost on far-seeing national advertisers. Why not go "where the money is"—and NOT "maybe"! Sure—"go places" in the Empire State during 1936. Take profits on your products, hitherto undreamt of. The world's most successful advertisers prove this statement yearly. Emulate them—in '36—thru linage in these 22 dominant Empire State papers.

		Circulation	Rates 2,500 Lines	Rates 10,000 Lines
*Albany Evening News	(E)	41,242	.13	.13
*Albany Knickerbocker Press	(M)	26,146	.12	.12
*Albany Knickerbocker Press	(S)	41,961	.17	.17
*Amsterdam Recorder Democrat	(E)	9,047	.05	.05
††Auburn Citizen-Advertiser	(E)	8,022	.065	.055
*Binghamton Press	(E)	38,103	.12	.12
*Buffalo Courier-Express	(M)	132,673	.25	.25
*Buffalo Courier-Express	(S)	148,356	.30	.30
*Buffalo Evening News	(E)	191,084	.35	.35
*Corning Evening Leader	(E)	8,984	.05	.05
*Elmira Star-Gazette Advertiser	(E&M)	30,496	.11	.11
*Gloversville, Johnstown Morning Herald & Leader-Republican	(E&M)	13,447	.07	.07

		Circulation	Rates 2,500 Lines	Rates 10,000 Lines
*Ithaca Journal News	(E)	8,405	.05	.05
*Jamestown Morning Post	(M)	13,066	.04	.04
*Kingston Daily Freeman	(E)	9,180	.05	.05
*Newburgh-Beacon News	(E)	14,882	.09	.09
*Niagara Falls Gazette	(E)	23,203	.08	.08
*Rochester Times-Union	(E)	73,018	.40	.40
*Rochester Democrat & Chronicle	(M&S)	78,120		
*Syracuse Post-Standard	(M)	58,102	.20	.20
*Syracuse Post-Standard	(S)	64,150	.20	.20
*Troy Record	(M&E)	31,045	.10	.10

††Publisher's Affidavit, Oct. 1, 1935.
*A. B. C. Publisher's Statement, Oct. 1, 1935.

The EMPIRE STATE ~ the UNION'S FIRST MARKET

Average Net Paid Circulation of All A.B.C. Daily Newspapers as of October 1, 1935

	279 Morning	744 Evening	1,023 Total M. & E.	337 Sunday
City Circulation ...	7,886,634	15,315,650	23,202,284	12,364,434
Retail Zone	3,260,371	5,024,942	8,285,313	5,723,799
City & Retail Zone	11,147,005	20,340,592	31,487,597	18,088,233
All Others	3,055,333	2,847,877	5,903,210	8,453,268
Total Net Paid*...	**14,690,248**	**23,331,553**	**37,521,801**	**26,624,649**
Bulk Sales	30,450	28,643	59,093	19,017

Circulation of All U. S. English Language A.B.C. Daily Newspapers

	254 Morning	661 Evening	915 Total M. & E.	324 Sunday
City Circulation ...	7,495,146	13,891,467	21,386,613	11,962,689
Retail Zone	3,164,767	4,695,022	7,859,789	5,659,188
City & Retail Zone	10,659,913	18,586,489	29,246,402	17,621,877
All Others	2,799,896	2,123,338	4,923,234	8,264,081
Total Net Paid*...	**13,447,719**	**20,852,911**	**34,300,630**	**25,969,106**
Bulk Sales	29,838	27,050	56,888	18,984

Circulation of All Canadian A.B.C. Daily Newspapers

	18 Morning	76 Evening	94 Total M. & E.	3 Sunday
City Circulation ...	189,432	1,239,598	1,429,030	81,112
Retail Zone	60,836	310,562	371,398	10,996
City & Retail Zone.	250,268	1,550,160	1,800,428	92,108
All Others	185,135	651,176	836,311	30,339
Total Net Paid....	**435,403**	**2,201,336**	**2,636,739**	**122,447**
Bulk Sales	612	1,587	2,199	33

Circulation of All U. S. Foreign Language A.B.C. Daily Newspapers

	7 Morning	7 Evening	14 Total M. & E.	10 Sunday
City Circulation ...	202,056	184,585	386,641	320,633
Retail Zone	34,768	19,358	54,126	53,615
City & Retail Zone	236,824	203,943	440,767	374,248
All Others	70,302	73,363	143,665	158,848
Total Net Paid....	**307,126**	**277,306**	**584,432**	**533,096**
Bulk Sales	.....	6	6	.....

The "Total Net Paid" for "All A.B.C. Newspapers" and for "All U. S. English Language A.B.C. Newspapers" include totals for certain newspapers having international distribution and not reporting circulations according to the regular breakdown. These newspapers are the Christian Science Monitor, Boston, and the Investment News, New York. "Total Net Paid" is not the arithmetical sum of the items which precede it.

Average Net Paid Circulations of All A.B.C. Newspapers as of October 1, 1934

Distribution	270 Morning	686 Evening	956 Total M & E	322 Sunday
City Circulation ...	7,806,450	13,946,529	21,752,979	12,307,300
Retail Zone	3,144,672	4,481,503	7,626,175	5,600,501
City and Retail Zone	10,951,122	18,428,032	29,379,154	17,907,801
All Other	2,956,574	2,351,263	5,307,837	8,083,737
Total Net Paid*....	**13,907,696**	**20,891,169**	**34,798,865**	**25,991,538**
Bulk Circulation ...	33,224	31,931	65,155	18,579

Circulations of All U. S. English-Language A.B.C. Daily Newspapers

Distribution	245 Morning	617 Evening	862 Total M & E	310 Sunday
City Circulation ...	7,452,889	12,739,837	20,192,726	11,915,447
Retail Zone	3,051,635	4,215,586	7,267,221	5,542,429
City and Retail Zone	10,504,524	16,955,423	27,459,947	17,457,876
All Other	2,712,255	1,954,618	4,666,873	7,908,144
Total Net Paid*...	**13,223,958**	**19,031,915**	**32,255,873**	**25,366,020**
Bulk Circulation ...	32,012	30,287	62,299	18,538

Circulations of All Canadian A.B.C. Daily Newspapers

Distribution	17 Morning	61 Evening	78 Total M & E	2 Sunday
City Circulation ...	165,170	1,003,865	1,169,035	60,698
Retail Zone	62,806	240,377	303,183	4,798
City and Retail Zone	227,976	1,244,242	1,472,218	65,496
All Other	174,923	325,144	500,067	19,060
Total Net Paid*...	**402,899**	**1,569,386**	**1,972,285**	**84,556**
Bulk Circulation ...	1,181	1,626	2,807	16

Circulations of U. S. Foreign-Language A.B.C. Daily Newspapers

Distribution	8 Morning	8 Evening	16 Total M & E	10 Sunday
City Circulation ...	188,391	202,827	391,218	331,155
Retail Zone	30,231	25,540	55,771	53,274
City and Retail Zone	218,622	228,367	446,989	384,429
All Other	69,396	71,501	140,897	156,533
Total Net Paid*...	**288,018**	**299,868**	**587,886**	**540,962**
Bulk Circulation ...	31	18	49	25

*The "Total Net Paid" for "All A.B.C. Newspapers" and for "All U. S. English Language A.B.C. Daily Newspapers" include totals for certain newspapers having national distribution, and not reporting circulations according to the regular breakdown. These newspapers are the *Christian Science Monitor*, Boston, and the *Investment News*, New York. The "Total Net Paid" in these groups is not the arithmetical sum of the items which precede it.

Average Net Paid Circulations of All A.B.C. Newspapers as of October 1, 1933

Distribution	267 Morning	689 Evening	956 Total M. & E.	321 Sunday
City Circulation	7,446,324	13,568,281	21,014,605	11,470,120
Retail Zone	2,983,350	4,282,855	7,266,205	5,105,813
City and Retail Zone	10,429,674	17,851,136	28,280,810	16,575,933
All other	2,831,106	2,164,764	4,995,870	6,754,762
Total Net Paid*...	**13,260,780**	**20,128,354**	**33,389,134**	**23,330,694**
Bulk Circulation ...	33,702	25,120	58,820	17,186

Circulations of All U. S. English-Language A.B.C. Daily Newspapers

Distribution	239 Morning	622 Evening	861 Total M. & E.	310 Sunday
City Circulation ...	7,074,311	12,454,511	19,528,822	11,131,721
Retail Zone	2,881,253	4,051,814	6,933,067	5,049,361
City and Retail Zone	9,955,564	16,506,325	26,461,889	16,181,082
All Other	2,554,878	1,831,985	4,386,863	6,599,593
Total Net Paid*...	**12,521,533**	**18,540,764**	**30,972,297**	**22,780,675**
Bulk Circulation ...	32,207	23,868	56,075	17,170

Circulations of All Canadian A.B.C. Daily Newspapers

Distribution	19 Morning	60 Evening	79 Total M. & E.	2 Sunday
City Circulation ...	174,201	978,030	1,152,231	56,287
Retail Zone	66,191	214,344	280,535	4,722
City and Retail Zone	240,392	1,192,374	1,432,766	61,009
All Other	178,937	295,341	474,278	16,946
Total Net Paid....	**419,329**	**1,487,715**	**1,907,044**	**77,955**
Bulk Circulation ...	1,495	1,251	2,746	16

Circulations of U. S. Foreign-Language A.B.C. Daily Newspapers

Distribution	8 Morning	7 Evening	15 Total M. & E.	9 Sunday
City Circulation ...	197,812	135,740	333,552	282,112
Retail Zone	35,906	16,697	52,603	51,730
City and Retail Zone	233,718	152,437	386,155	333,842
All Other	86,200	37,438	123,638	138,222
Total Net Paid....	**319,918**	**189,875**	**509,793**	**472,064**
Bulk Circulation ...	.....	1	1	.....

*The "Total Net Paid" for "All A.B.C. Newspapers" and for "All U. S. English-Language A.B.C. Daily Newspapers" include totals for certain newspapers having national distribution and not reporting the circulations according to the regular breakdown. These newspapers are the *Christian Science Monitor*, Boston, and the *Investment News*, New York, N. Y. The "Total Net Paid" in these groups is not the arithmetical sum of the items which precede it.

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

State	Number of Papers	Total City	Retail Zone	City and Retail Zones	All Other	Total Net Paid	Bulk Sales
Alabama—							
Morning...	3	35,546	23,799	59,345	32,042	91,387	[illegible]
Evening...	6	119,339	47,029	166,368	42,162	208,530	[illegible]
Total Daily.	9	154,885	70,828	225,713	74,204	299,917	[illegible]
Sunday....	3	85,279	41,545	126,824	52,346	179,170	[illegible]
Arizona—							
Morning...	2	21,893	12,984	34,877	5,279	40,156	[illegible]
Evening...	2	15,583	4,794	20,377	2,913	23,290	[illegible]
Total Daily.	4	37,476	17,778	55,254	8,192	63,446	[illegible]
Sunday....	2	23,038	13,910	36,948	5,780	42,728	[illegible]
Arkansas—							
Morning...	3	22,882	27,293	50,175	22,256	72,431	[illegible]
Evening...	4	26,282	24,088	50,370	6,622	56,992	...
Total Daily.	7	49,164	51,381	100,545	28,878	129,423	[illegible]
Sunday....	4	48,030	53,200	101,230	33,196	134,426	[illegible]
California—							
Morning...	17	283,727	131,050	414,777	78,305	493,082	[illegible]
Evening...	39	805,423	221,167	1,026,590	81,572	1,118,162	[illegible]
Total Daily.	56	1,089,150	352,217	1,441,367	159,877	1,611,244	[illegible]
Sunday....	16	400,548	244,594	645,142	236,433	881,575	[illegible]
Colorado—							
Morning...	5	33,617	9,409	43,026	13,220	56,246	[illegible]
Evening...	8	106,849	17,851	124,700	68,294	192,994	[illegible]
Total Daily.	13	140,466	27,260	167,726	81,514	249,240	[illegible]
Sunday....	7	134,345	29,035	163,380	234,865	398,245	[illegible]
Connecticut—							
Morning...	5	56,991	25,734	82,725	12,235	94,960	[illegible]
Evening...	14	182,232	39,455	221,687	8,861	230,548	[illegible]
Total Daily.	19	239,223	65,189	304,412	21,096	325,508	[illegible]
Sunday....	4	71,825	34,584	106,409	46,466	152,875	[illegible]
Delaware—							
Morning...	1	8,324	2,501	10,825	1,972	12,797	[illegible]
Evening...	1	22,744	11,575	34,319	6,050	40,369	[illegible]
Total Daily.	2	31,068	14,076	45,144	8,022	53,166	[illegible]
Sunday...	1	.....	.....	.....	.....	.....	...
District of Columbia—							
Morning...	2	143,505	26,751	170,256	35,960	206,216	[illegible]
Evening...	3	256,432	37,680	294,112	17,722	311,834	[illegible]
Total Daily.	5	399,937	64,431	464,368	53,682	518,050	[illegible]
Sunday....	3	258,980	62,776	321,756	95,413	417,169	[illegible]
Florida—							
Morning...	8	106,637	54,074	160,711	32,807	193,518	[illegible]
Evening...	10	94,109	29,189	123,298	10,926	134,224	[illegible]
Total Daily.	18	200,746	83,263	284,009	43,733	327,742	[illegible]
Sunday....	12	147,321	67,804	215,125	41,699	256,824	[illegible]
Georgia—							
Morning...	5	80,820	63,903	144,723	25,059	169,782	[illegible]
Evening...	9	131,749	68,960	200,709	44,379	245,088	[illegible]
Total Daily.	14	212,569	132,863	345,432	69,438	414,870	[illegible]
Sunday...	10	193,109	128,347	321,456	262,309	583,765	[illegible]

(*Continued on page* 144)

Reader-Interest CIRCULATION CONTESTS

THERE ARE occasions when almost every newspaper can use a contest to advantage.

When and if that occasion arises in the life of your newspaper, *Publishers Service Company* invites your inquiry.

For ten years our reader-interest circulation plans have been conducted with dignity, high productivity, and *without gamble to the newspaper.*

America's leading artist-humorists fashion our contests.

The best promotional talent that money can buy adapts these contests to suit the specific purposes of each individual newspaper.

Your inquiry entails no obligation.

PUBLISHERS SERVICE COMPANY

INCORPORATED

75 WEST STREET *Whitehall 4-4199* **NEW YORK, N. Y.**

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.—Continued

State	Number of Papers	Total City	Retail Zone	City and Retail Zones	All Other	Total Net Paid	Bulk Sale
Territory of Hawaii—							
Morning...	1	8,670	4,190	12,860	166	13,026	20
Evening...	2	37,381	14,274	51,655	288	51,943	87
Total Daily.	3	46,051	18,464	64,515	454	64,969	107
Sunday....	1	14,573	6,255	20,828	326	21,154	20
Idaho—							
Morning...	2	6,465	14,925	21,390	3,338	24,728	56
Evening...	5	10,775	18,429	29,204	2,408	31,612	58
Total Daily.	7	17,240	33,354	50,594	5,746	56,340	114
Sunday....	3	9,584	18,449	28,033	3,518	31,551	74
Illinois—							
Morning...	9	825,203	216,956	1,042,159	237,416	1,279,575	2,893
Evening...	42	1,145,179	300,863	1,446,042	108,288	1,554,330	2,399
Total Daily.	51	1,970,382	617,819	2,488,201	345,704	2,833,905	5,292
Sunday....	17	1,126,119	385,149	1,511,268	910,708	2,421,976	2,108
Indiana—							
Morning...	10	117,822	122,600	240,422	51,082	291,504	496
Evening...	32	382,598	192,040	574,638	58,219	632,857	541
Total Daily.	42	500,420	314,640	815,060	109,301	924,361	1,037
Sunday....	15	220,097	151,395	371,492	49,774	421,266	113
Iowa—							
Morning...	2	42,718	52,621	95,339	67,068	162,407	298
Evening...	23	201,014	252,590	453,604	49,655	503,259	587
Total Daily.	25	243,732	305,211	548,943	116,723	665,666	885
Sunday....	7	116,844	177,911	294,755	151,097	445,852	221
Kansas—							
Morning...	4	40,717	44,685	85,402	28,220	113,622	240
Evening...	14	113,815	69,834	183,649	46,826	230,475	568
Total Daily.	18	154,532	114,519	269,051	75,046	344,097	808
Sunday....	7	91,951	77,252	169,203	73,200	242,403	287
Kentucky—							
Morning...	4	47,809	34,064	81,873	52,280	134,153	85
Evening...	7	134,230	49,936	184,166	29,528	213,694	500
Total Daily.	11	182,039	84,000	266,039	81,808	347,847	585
Sunday....	8	122,222	63,844	186,066	63,808	249,874	130
Louisiana—							
Morning...	5	104,311	46,270	150,581	50,025	200,606	220
Evening...	7	206,277	36,455	242,732	13,260	255,992	382
Total Daily.	12	310,588	82,725	393,313	63,285	456,598	602
Sunday....	5	165,858	56,142	222,000	71,036	293,036	307
Maine—							
Morning...	4	29,793	40,372	70,165	26,362	96,527	197
Evening...	3	22,667	8,005	30,672	5,336	36,008	12
Total Daily.	7	52,460	48,377	100,737	31,698	132,535	209
Sunday....	1	16,153	9,892	26,045	17,792	43,837	—
Maryland—							
Morning...	4	116,837	16,042	122,879	26,452	149,331	934
Evening...	4	305,737	33,571	339,308	25,847	365,155	232
Total Daily.	8	422,574	49,613	462,187	102,299	514,486	1,166
Sunday....	3	316,854	35,739	352,593	84,413	437,006	470
Massachusetts—							
Morning...	8	516,088	158,794	674,882	322,931	997,813	2,218
Evening...	33	762,707	199,615	962,322	90,907	1,184,008	3,386
Total Daily.	41	1,278,795	358,409	1,637,204	413,838	2,181,821	5,604
Sunday....	7	550,493	246,534	796,927	527,672	1,324,599	819
Michigan—							
Morning...	2	167,072	42,642	209,714	65,605	275,319	1,037
Evening...	29	731,822	254,068	985,890	95,078	1,080,968	1,112
Total Daily.	31	898,894	296,710	1,195,604	160,683	1,356,287	2,149
Sunday....	11	652,015	212,106	864,121	295,278	1,159,399	706
Minnesota—							
Morning...	3	99,223	26,992	126,115	48,708	174,823	857
Evening...	14	290,629	71,578	362,207	164,741	530,232	1,522
Total Daily.	17	389,852	98,570	488,322	213,449	705,055	2,379
Sunday....	7	270,536	45,902	316,438	226,947	561,779	568
Mississippi—							
Morning...	2	7,028	17,786	24,814	9,803	34,617	—
Evening...	4	20,114	22,582	42,696	16,345	59,041	23
Total Daily.	6	27,142	40,368	67,510	26,148	93,658	23
Sunday....	3	20,387	39,951	60,338	24,956	85,294	4
Missouri—							
Morning...	6	300,970	114,955	415,925	164,460	580,385	1,605
Evening...	13	556,308	146,916	703,224	167,856	871,080	1,058
Total Daily.	19	857,278	261,871	1,119,149	332,316	1,451,465	2,663
Sunday....	7	554,490	153,210	707,700	237,435	945,135	831
Montana—							
Morning...	4	15,924	19,568	35,492	10,532	45,024	151
Evening...	5	17,682	3,782	21,464	2,187	23,651	19
Total Daily.	9	33,606	23,350	56,956	12,719	69,675	170
Sunday....	4	26,746	21,988	48,734	13,952	62,686	160
Nebraska—							
Morning...	3	17,970	31,701	49,671	88,021	137,692	178
Evening...	8	117,003	58,884	175,887	25,095	200,982	220
Total Daily.	11	134,973	90,585	225,558	113,116	338,674	398
Sunday....	3	110,815	55,296	166,111	122,845	288,956	58
Nevada—							
Morning...	1	1,602	1,433	3,035	1,644	4,679	30
Evening...	1	4,727	2,416	7,143	1,969	9,112	24
Total Daily.	2	6,329	3,849	10,178	3,613	13,791	54
Sunday....	1	1,952	1,452	3,404	1,630	5,034	26
New Hampshire—							
Morning...	1	1,424	4,896	6,320	12,464	18,784	86
Evening...	2	21,852	2,043	23,895	982	24,877	39
Total Daily.	3	23,276	6,939	30,215	13,446	43,661	125
Sunday....	0	.....	.....	.....	.....	.....	...
New Jersey—							
Morning...	6	92,049	34,829	126,878	5,607	132,485	280
Evening...	17	421,002	112,748	533,750	12,521	546,271	312
Total Daily.	23	513,051	147,577	660,628	18,128	678,756	592
Sunday....	5	138,124	39,399	177,523	3,693	181,216	84
New Mexico—							
Morning...	1	6,764	4,856	11,620	3,920	15,540	7
Evening...	2	8,422	4,506	12,928	2,793	15,721	4
Total Daily.	3	15,186	9,362	24,548	6,713	31,261	11
Sunday....	1	7,118	5,102	12,220	4,022	16,242	6
New York—							
Morning...	20	2,553,960	657,727	3,211,687	436,642	3,648,329	8,510
Evening...	60	2,523,752	567,714	3,091,466	160,309	3,251,775	2,007
Total Daily.	80	5,077,712	1,225,441	6,303,153	596,951	6,900,104	10,517
Sunday....	22	3,040,788	1,357,462	4,398,250	2,564,197	6,962,347	3,356
North Carolina—							
Morning...	7	67,076	92,454	159,530	55,602	215,132	195
Evening...	10	71,467	45,304	116,771	4,914	121,685	94
Total Daily.	17	138,543	137,758	276,301	60,516	336,817	289
Sunday....	9	93,952	116,437	210,389	57,467	267,856	134
North Dakota—							
Morning...	2	2,857	13,827	16,684	12,517	29,201	3
Evening...	4	13,814	10,404	24,218	5,294	29,512	4
Total Daily.	6	16,671	24,231	40,902	17,811	58,713	7
Sunday....	2	12,536	17,186	29,722	14,274	243,996	114
Ohio—							
Morning...	7	232,652	77,652	310,304	78,714	389,018	[illegible]
Evening...	56	1,209,479	431,057	1,640,536	155,797	1,796,333	[illegible]
Total Daily.	63	1,442,131	508,709	1,950,840	234,511	2,185,351	[illegible]
Sunday....	16	621,456	225,770	847,126	179,769	1,026,895	[illegible]
Oklahoma—							
Morning...	7	84,342	77,273	161,615	49,583	211,198	[illegible]
Evening...	11	116,287	88,433	204,720	30,894	235,614	[illegible]
Total Daily.	18	200,629	165,706	366,335	80,477	446,812	[illegible]
Sunday....	13	154,882	130,707	285,589	71,105	356,694	[illegible]
Oregon—							
Morning...	3	49,354	23,925	73,279	42,093	115,382	[illegible]
Evening...	11	122,331	54,302	176,633	49,393	226,046	[illegible]
Total Daily.	14	171,685	78,227	249,912	91,486	241,398	[illegible]
Sunday....	5	117,955	54,425	172,380	117,281	289,661	[illegible]
Pennsylvania—							
Morning...	22	516,962	291,269	808,231	171,204	979,435	[illegible]
Evening...	40	1,052,427	487,411	1,539,838	145,819	1,684,657	[illegible]
Total Daily.	62	1,569,389	778,680	2,348,069	317,023	2,665,092	[illegible]
Sunday....	9	713,918	484,853	1,198,771	561,311	1,760,082	[illegible]
Rhode Island—							
Morning...	1	23,569	16,307	39,876	3,822	43,698	1
Evening...	6	126,880	43,554	170,434	5,837	176,271	52
Total Daily.	7	150,449	59,861	210,310	9,659	219,969	60
Sunday....	2	54,291	38,768	93,059	6,220	99,279	18
South Carolina—							
Morning...	5	28,810	44,682	73,492	24,146	97,638	55
Evening...	5	35,397	15,824	51,221	4,475	55,696	18
Total Daily.	10	64,207	60,506	124,713	28,621	153,334	73
Sunday....	5	38,219	45,410	83,629	25,015	108,644	44
South Dakota—							
Morning...	1	884	5,486	6,370	1,207	7,577	25
Evening...	6	22,098	41,296	63,394	14,936	78,330	37
Total Daily.	7	22,982	46,782	69,764	16,143	86,907	62
Sunday....	2	11,629	12,232	23,861	5,477	29,348	31
Tennessee—							
Morning...	5	115,669	104,633	220,302	64,173	284,475	340
Evening...	8	151,005	100,515	251,520	45,717	297,237	69
Total Daily.	13	267,674	205,148	471,822	109,890	581,712	409
Sunday...	8	188,048	152,693	340,741	95,538	436,279	322
Texas—							
Morning...	13	181,875	116,676	298,551	138,848	437,399	904
Evening...	23	412,466	133,244	545,710	115,386	661,096	668
Total Daily.	36	594,341	249,920	844,261	254,234	1,098,495	1,572
Sunday....	21	430,442	200,799	631,241	252,763	883,904	1,336
Utah—							
Morning...	1	17,922	6,439	24,361	25,950	50,311	46
Evening...	3	35,732	13,181	48,913	21,128	70,041	69
Total Daily.	4	53,654	19,620	73,274	47,078	120,352	115
Sunday....	2	38,948	13,526	52,474	23,815	96,289	44
Vermont—							
Morning...	2	7,768	18,840	26,608	4,278	30,886	15
Evening...	2	5,689	4,800	10,489	945	11,434	66
Total Daily.	4	13,457	23,640	37,097	5,223	42,320	81
Sunday....	0	.....	.....	.....	.....	.....	...
Virginia—							
Morning...	9	85,690	53,966	139,656	44,939	184,595	531
Evening...	11	119,657	27,617	147,274	29,525	176,799	135
Total Daily.	20	205,347	81,583	286,930	74,464	361,394	666
Sunday....	8	97,089	53,114	150,203	44,932	195,135	297
Washington—							
Morning...	4	78,239	48,717	126,956	46,483	173,439	374
Evening...	10	207,087	84,959	292,046	41,340	333,386	831
Total Daily.	14	285,326	133,676	419,002	87,823	506,825	1,205
Sunday....	5	171,655	81,097	252,752	166,149	418,901	801
West Virginia—							
Morning...	10	43,565	55,850	99,415	21,238	120,653	201
Evening...	10	76,240	41,103	117,343	6,366	123,709	57
Total Daily.	20	119,805	96,953	216,758	27,604	244,362	258
Sunday....	9	78,694	88,419	167,113	26,630	193,743	276
Wisconsin—							
Morning...	2	43,551	30,369	73,920	42,218	116,138	230
Evening...	19	305,932	140,898	446,830	71,408	518,238	223
Total Daily.	21	349,483	171,267	520,750	113,626	634,376	451
Sunday....	6	195,652	103,235	298,887	149,645	448,532	182
Wyoming—							
Morning...	0	.....	.....	.....	.....	.....	...
Evening...	3	11,044	6,484	17,528	4,225	21,753	4
Total Daily.	3	11,044	6,484	17,528	4,225	21,753	4
Sunday....	2	7,129	4,292	11,421	1,862	13,283	9

(*Continued on page* 164)

. . . The more you shake the bushes

BELOW IS REPRODUCED AN EDITORIAL AS IT APPEARED DEC. 16, 1935 IN THE ALBERT LEA (Minn.) EVENING TRIBUNE

L. S. WHITCOMB } *Publishers* • BURT MAY-*Editor*
S. O. SIMONSON }

Our Trade Extension Campaign

Saturday marked the conclusion of our Trade Extension Campaign. Elsewhere in this issue details of results are announced. We congratulate the winners and regret that there could not be capital prizes for all who worked with us.

It is a matter of gratification that we were able to set up a plan whereby all could share, to some extent, in the proceeds. Everyone who turned in subscription funds was entitled to receive fifteen cents out of every dollar paid in, which should prove a very definite consolation prize.

Out of the effort—and expense, for it costs real money to build circulation by any means—we have added just slightly over 1,500 new names to our subscription list, 95 per cent of these residing within the trade territory tributary and logically belonging to Albert Lea and available to the Albert Lea business public.

Thus we have attained our main objective. It is the responsibility of the publishers to make the Evening Tribune sufficiently attractive to hold this great Freeborn County family together and don't get the idea that we are not going to do our uttermost to make good.

To this splendid group many of whom are with us for the first time, we extend a hearty welcome. Let us have the cooperation of your news items and suggestions and come in and become acquainted.

To the committee of judges who took charge of the sealed ballot box and made the final count we give sincere thanks. From shortly after 9 p. m. o'clock until 1:15 the following morning, these five gentlemen, counted, checked and double checked each contestant's account, and only after thorough proof were the figures finally entered. It was a tedious job very efficiently handled.

Finally we want to say just a word for the Morrison Company of Des Moines who handled the details of the contest. For the first time in our experience we found an honest and efficient organization who know subscription work thoroughly.

The manager and the men working with and under him are splendid gentlemen and we want to express to the Morrison Company our appreciation of the work accomplished by them.

To all who worked in the campaign our hearty thanks.

the *better* your Advertisers will like it!

YOUR advertisers want to see you get all the circulation you can get in your natural trade territory. Why? Because they know that only when your paper goes into all the homes that it should go, can they reach every worthwhile prospective customer.

For sixteen years this Company has specialized not merely in building circulation, but in helping publishers to more intensively cover their trade territories, or to expand their trade territories to their natural limits. In other words, our plan helps publishers build bonafide circulation, the kind advertisers are willing to pay for, develop coverage to the point where it is really capable of delivering maximum sales results.

The fact that the Morrison plan does build up paid circulation is not the only reason why thousands of publishers use and recommend our services. Another reason is that our managers are trained to so conduct our work in each community as to protect the good-will of the newspaper . . . an important factor as every experienced newspaper man knows. This, you will notice, is one of the many points stressed in the editorial reproduced to the left, from the ALBERT LEA EVENING TRIBUNE.

The coming months are ideal for such a campaign in almost any community. Bookings are being made now at a rapid rate. We suggest that you write us at once to give us an opportunity to tell you how this plan can serve you. Your inquiry will place you under no obligation whatsoever.

The Morrison Plan

. . . THE PLAN THAT PAYS *and Proves It!*

SOME OF THE THINGS THIS PLAN WILL ACCOMPLISH FOR YOU

Improve Your Circulation

Through the Morrison Plan, you can either extend your trade territory or intensify your coverage in the territory you now cover. Either way, your paper will be able to render better service to advertisers, both local and national.

Increase Advertising Revenue

With increased circulation, more complete coverage, your newspaper immediately becomes more attractive both to local advertisers and to national advertisers. With improved results, an increase in linage both foreign and local, is a natural result, a reasonable expectation.

Increase Subscription Revenue

The Morrison Plan adds new subscribers, additional subscription revenue from that source. But more, the Morrison Plan also enables you to collect arrearages. We put you on a paid-in-advance basis, accept only bonafide subscriptions, from your trade area only.

4th Floor
Shops Bldg.

The John F. Morrison Company

Des Moines
Iowa

NEWSPAPERDOM'S LEADING CIRCULATION BUILDERS

TOTAL ENGLISH LANGUAGE PAPERS IN A.B.C.
DOMINION OF CANADA

Province	Number of Papers	Total City	Retail Zone	City and Retail Zones	All Other	Total Net Paid	Bulk Sale
Alberta—							
Morning...	1	3,763	3,828	7,591	1,151	8,742	13
Evening...	5	484,458	43,476	91,934	4,394	96,328	201
Total Daily.	6	52,221	47,304	99,525	5,545	105,070	214
Sunday....	0	.....	.....	.....	.....	.....	...
British Columbia—							
Morning...	2	7,451	6,315	13,766	1,591	15,357	21
Evening...	5	105,788	23,199	128,987	44,358	173,345	467
Total Daily.	7	113,249	29,514	142,753	45,949	188,702	488
Sunday....	1	9,662	2,815	12,477	1,579	14,056	33
Manitoba—							
Morning...	1	6,213	239	6,452	11,037	17,489	79
Evening...	2	51,721	3,801	55,522	20,873	76,395	267
Total Daily.	3	57,934	4,040	61,974	31,910	93,884	446
Sunday....	0	.....	.....	.....	.....	.....	...
New Brunswick—							
Morning...	1	3,037	.....	3,037	14,848	17,885	...
Evening...	1	13,222	.....	13,222	1,244	14,466	3
Total Daily.	2	16,259	.....	16,259	15,592	31,851	3
Sunday....	0	.....	.....	.....	.....	.....	...
Nova Scotia—							
Morning...	2	5,824	.....	5,824	38,386	44,210	176
Evening...	4	29,547	5,662	35,209	20,577	55,786	77
Total Daily.	6	35,371	5,662	41,033	58,963	99,996	253
Sunday....	0	.....	.....	.....	.....	.....	...
Ontario—							
Morning...	6	105,648	46,525	152,173	100,573	252,746	323
Evening...	33	589,153	157,696	746,849	307,860	1,054,709	228
Total Daily.	39	694,801	204,221	899,022	408,433	1,307,455	551
Sunday....	0	.....	.....	.....	.....	.....	...
Prince Edward Island—							
Morning...	0	.....	.....	.....	.....	.....	...
Evening...	1	1,902	2,080	3,982	152	4,134	97
Total Daily.	1	1,902	2,080	3,982	152	4,134	97
Sunday....	0	.....	.....	.....	.....	.....	...
Quebec—							
Morning...	4	57,483	3,132	60,615	17,943	78,558	...
Evening...	20	371,824	53,657	425,481	235,508	660,989	128
Total Daily.	24	429,307	56,787	486,096	253,451	739,547	128
Sunday....	2	71,450	8,181	79,631	28,760	108,391	...
Saskatchewan—							
Morning...	1	13	797	810	106	916	...
Evening...	5	27,983	20,991	48,974	16,210	65,184	19
Total Daily.	6	27,996	21,788	49,784	16,316	66,100	19
Sunday....	0	.....	.....	.....	.....	.....	...

MEXICO

Mexico City—							
Morning...	2	91,858	17,539	109,397	58,344	167,741	5
Evening...	1	32,429	1,905	34,334	1,569	35,903	9
Total Daily.	3	124,287	19,444	143,731	59,913	203,644	14
Sunday....	2	125,124	21,979	147,103	68,026	215,129	...

FOREIGN LANGUAGE NEWSPAPERS

Illinois—							
Morning...	1	14,095	270	14,365	13,179	27,544	...
Evening...	2	41,221	5,281	46,502	6,486	52,988	...
Total Daily.	3	55,316	5,551	60,867	19,665	80,532	...
Sunday....	2	31,670	3,163	34,833	19,023	53,856	...
Michigan—							
Morning...	0	.....	.....	.....	.....	.....	...
Evening...	1	19,752	1,408	21,160	535	21,695	6
Total Daily.	1	19,752	1,408	21,160	535	21,695	6
Sunday....	0	.....	.....	.....	.....	.....	...
New Hampshire—							
Morning...	0	.....	.....	.....	.....	.....	...
Evening...	1	1,873	197	2,070	216	2,286	...
Total Daily.	1	1,873	197	2,070	216	2,286	...
Sunday....	0	.....	.....	.....	.....	.....	...
New York—							
Morning...	6	187,961	34,498	222,459	57,123	279,582	...
Evening...	3	121,739	12,472	134,211	66,126	200,337	...
Total Daily.	9	309,700	46,970	356,670	123,249	479,919	...
Sunday....	8	288,963	50,452	339,415	139,825	479,240	...

TOTALS OF ALL A.B.C. DAILIES

Grand Totals							
Morning...	279	7,886,634	3,260,371	11,147,005	3,055,333	14,690,248	30,450
Evening...	744	15,315,650	5,024,942	20,340,592	2,847,877	23,331,553	28,643
Total Daily.	1,023	23,202,284	8,285,313	31,487,597	5,903,210	37,521,801	59,093
Sunday....	337	12,364,434	5,723,799	18,088,233	8,453,268	26,624,649	19,017

TOTALS OF U. S. ENGLISH LANGUAGE A.B.C. DAILIES

Morning...	254	7,495,146	3,164,767	10,659,913	2,799,896	13,447,719	29,838
Evening...	661	13,891,467	4,695,022	18,586,489	2,123,338	20,852,911	27,050
Total Daily.	915	21,386,613	7,859,789	29,246,402	4,923,234	34,300,630	56,888
Sunday....	324	11,962,689	5,659,188	17,621,877	8,264,081	25,969,106	18,984

TOTALS OF ALL CANADIAN DAILIES IN A.B.C.

Morning...	18	189,432	60,836	250,268	185,135	435,403	612
Evening...	76	1,239,598	310,562	1,550,160	651,176	2,201,336	1,587
Total Daily.	94	1,429,030	371,398	1,800,428	836,311	2,636,739	2,199
Sunday....	3	81,112	10,996	92,108	30,339	122,447	33

TOTALS OF ALL U. S. FOREIGN LANGUAGE DAILIES IN A.B.C.

Morning...	7	202,056	34,768	236,824	70,302	307,126	...
Evening...	7	184,585	19,358	203,943	73,363	277,306	6
Total Daily.	14	386,641	54,126	440,767	143,665	584,432	6
Sunday....	10	320,633	53,615	374,248	158,848	533,096	...

WEEKLY NEWSPAPERS

	Published	City Zone	Retail Trading Zone	City and Retail Zones	All Other	Total Net Paid	Bulk Sale
Connecticut ..	1	2,183	.....	2,183	207	2,390	...
Illinois	1	12,217	.....	12,217	952	13,169	5
Minnesota	1	450	2,412	2,862	199	3,061	...
Missouri	5	24,282	2,677	26,959	8,053	104,208	190
New York	4	65,193	3,774	68,967	4,681	73,648	175
Oregon	2	1,220	2,646	3,866	454	4,320	2
Pennsylvania .	1	13,612	1,533	15,145	675	15,820	...
Texas	2	8,709	1,997	10,706	9,752	20,458	...
Virginia	1	6,327	3,352	9,679	14,430	24,109	13
Total	18	134,193	18,391	152,584	39,403	261,183	385

CITY, RETAIL, ALL OTHER TOTAL NET PAID AND BULK—A.B.C. NEWSPAPERS

ALABAMA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Birmingham	Age-Herald	(m)	13,476	5,462	18,938	21,342	40,280	57
	News	(e)	47,274	11,978	59,252	20,282	79,534	11
	Total Daily	(me)	60,750	17,440	78,190	41,624	119,814	79
	Sunday edition	(S)	51,355	17,511	68,866	37,281	106,147	44
	Post	(e)	37,700	16,302	54,002	14,645	68,647	48
Dothan	Eagle*	(e)	1,886	5,650	7,536	165	7,701	...
Mobile	Press	(e)	15,035	5,919	20,954	2,778	23,732	...
	Register	(m)	9,446	7,305	16,751	3,320	20,071	...
	Total Daily	(me)	24,481	13,224	37,705	6,098	43,803	...
	Sunday edition	(S)	19,931	13,894	33,825	7,854	41,679	...
	Times	(e)	7,694	2,397	10,091	31	10,122	15
Montgomery	Advertiser	(m)	12,624	11,032	23,656	7,380	31,036	17
	Sunday edition	(S)	13,993	10,140	24,133	7,211	31,344	15
	Journal & Times	(e)	9,750	4,783	14,533	4,261	18,794	1

ARIZONA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Phoenix	Arizona Republic	(m)	15,963	11,333	27,296	4,334	31,630	75
	Gazette	(e)	8,973	2,910	11,883	830	12,713	17
	Total Daily	(me)	24,936	14,243	39,179	5,164	44,343	92
	Sunday edition	(S)	16,781	12,217	28,998	4,801	33,799	69
Tucson	Star	(m)	5,930	1,654	7,584	945	8,529	9
	Sunday edition	(S)	6,257	1,693	7,950	979	8,929	8
	Citizen	(e)	6,610	1,884	8,494	2,083	10,577	...

ARKANSAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Fort Smith	Southwest American	(m)	2,833	4,666	7,499	6,740	14,239	...
	Times-Record	(e)	4,720	3,963	8,683	85	8,768	...
	Total Daily	(me)	7,553	8,629	16,182	6,825	23,007	...
	Sunday edition	(S)	7,761	8,415	16,176	6,749	22,825	...
Little Rock	Arkansas Democrat	(e)	15,027	13,969	28,996	6,173	35,169	...
	Sunday edition	(S)	15,116	19,393	34,509	8,933	43,442	32
	Arkansas Gazette	(m)	16,365	16,705	33,070	15,369	48,439	22
	Sunday edition	(S)	20,317	18,463	38,780	17,366	56,146	22
Pine Bluff	Commercial	(e)	3,359	3,521	6,880	364	7,244	...
Texarkana	Gazette*	(m)	3,684	5,922	9,606	147	9,753	...
	News*	(e)	3,176	2,635	5,811	...	5,811	...
	Total Daily*	(me)	6,860	8,557	15,417	147	15,564	...
	Sunday edition*	(S)	4,836	6,929	11,765	148	11,913	...

CALIFORNIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Alhambra	Post-Advocate	(e)	4,006	1,996	6,002	78	6,080	3
Anaheim	Bulletin	(e)	1,656	1,069	2,725	87	2,812	...
Bakersfield	Californian	(e)	6,536	5,228	11,764	360	12,124	...
Berkeley	Gazette	(e)	9,489	...	...	504	9,993	...
Chico	Enterprise	(e)	1,633	870	2,503	164	2,667	...
	Record	(m)	1,191	892	2,083	227	2,310	...
	Sunday edition	(S)	1,196	892	2,088	227	2,315	...
Culver City	Star-News	(e)	1,176	1,104	2,280	53	2,333	...
Eureka	Humboldt Standard	(e)	3,197	2,331	5,528	703	6,231	19
	Humboldt Times	(m)	2,297	2,172	4,469	1,464	5,933	21
	Sunday edition	(S)	2,851	2,457	5,308	1,552	6,890	29
Fresno	Bee	(e)	14,356	21,782	36,138	6,121	42,259	6
	Sunday edition	(S)	13,695	21,545	35,240	6,252	41,492	59
Glendale	News-Press	(e)	11,043	1,536	12,579	122	12,701	...
Hollywood	Citizen-News	(e)	16,129	...	...	9,463	25,592	73
Huntington Park	Signal	(e)	(Statement in Correspondence)					
Long Beach	Press-Telegram	(e)	31,306	7,982	39,288	2,156	41,444	316
	Sun	(m)	12,732	843	13,575	89	13,664	...
	Total Daily	(me)	44,038	8,825	52,863	2,245	55,108	316
	Sunday edition	(S)	39,315	8,754	48,069	2,319	50,388	...
Los Angeles	Examiner	(m)	(Statement in Correspondence)					
	Herald & Express	(e)	211,929	45,390	257,319	11,825	269,144	...
	Illustrated News	(m)	73,748	20,555	94,303	3,357	97,660	...
	Post-Record	(e)	61,167	11,912	73,079	1,173	74,252	...
	Times	(m)	(Statement in Correspondence)					
Marysville	Appeal-Democrat	(e)	2,074	3,354	5,428	394	5,822	3
Modesto	Bee	(m)	22	2,042	2,064	44	2,108	3
	Bee	(e)	4,183	4,939	9,122	211	9,333	3
	Total Daily	(me)	4,205	6,981	11,186	255	11,441	3
	Sunday edition	(S)	30	2,044	2,074	44	2,118	3
Monrovia	News-Post	(e)	1,547	...	...	56	1,603	...
Oakland	Post-Enquirer	(e)	44,701	7,653	52,354	1,754	54,108	35
	Tribune	(e)	54,836	12,984	67,820	11,493	79,313	110
	Sunday edition	(S)	50,939	11,816	62,755	12,778	75,533	50
Oroville	Mercury-Register	(e)	1,156	725	1,881	262	2,143	...
Pasadena	Star-News	(e)	18,461	2,341	20,802	614	21,416	37
	Post	(m)	18,037	2,333	20,370	576	20,946	...
	Sunday edition	(S)	17,976	2,334	20,310	579	20,889	1
Pomona	Progress-Bulletin	(e)	4,872	1,889	6,761	135	6,896	...
Redonda Beach	Breeze	(e)	1,585	748	2,333	56	2,389	13
Riverside	Press	(e)	5,744	907	6,651	499	7,150	3
	Enterprise	(m)	1,026	2,098	3,124	88	3,212	...
	Total Daily	(me)	6,770	3,005	9,775	587	10,362	3
	Sunday edition	(S)	1,071	2,103	3,174	88	3,262	...
Sacramento	Bee	(e)	25,888	14,583	40,471	14,918	55,389	132
	Union	(m)	8,198	2,665	10,863	698	11,561	500
	Sunday edition	(S)	14,441	3,974	18,415	1,385	19,800	580
San Bernardino	Telegram	(e)	2,857	223	3,080	28	3,108	...
	Sun	(m)	6,412	4,988	11,400	693	12,093	1
	Total Daily	(me)	9,269	5,211	14,480	721	15,201	1
	Sunday edition	(S)	6,623	5,065	11,688	707	12,395	...
San Diego	Sun	(e)	17,333	3,067	20,400	508	20,908	42
	Union	(m)	22,434	2,979	25,413	2,236	27,649	114
	Tribune	(e)	25,538	3,211	28,749	672	29,421	82
	Total Daily	(me)	47,972	6,190	54,162	2,908	57,070	196
	Sunday edition	(S)	33,752	4,372	38,124	2,501	40,625	132
San Francisco	Call-Bulletin	(e)	83,996	26,190	110,186	11,007	121,193	151
	Chronicle	(m)	38,331	34,745	73,076	24,924	98,000	348
	Sunday edition	(S)	52,704	47,368	100,072	51,333	151,405	240
	Examiner	(m)	80,555	47,763	128,318	40,546	168,864	162
	Sunday edition	(S)	140,409	123,680	264,089	152,359	416,448	139
	News	(e)	79,417	13,046	92,463	1,654	94,117	51
San Jose	Mercury-Herald	(m)	11,388	6,152	17,540	828	18,368	...
	Sunday edition	(S)	11,998	6,205	18,203	968	19,171	...
	News	(e)	9,189	4,018	13,207	159	13,366	41
San Pedro	News-Pilot	(e)	7,711	1,692	9,403	224	9,627	...
Santa Ana	Register	(e)	6,304	5,503	11,807	122	11,929	3
Santa Barbara	News	(e)	7,259	1,290	8,549	1,007	9,556	3
	Press	(m)	3,536	823	4,359	1,961	6,320	3
	Total Daily	(me)	10,795	2,113	12,908	2,968	15,876	1
	Sunday edition	(S)	9,674	1,985	11,659	2,765	14,424	1
Santa Monica	Outlook	(e)	8,259	1,619	9,878	97	9,975	3
Stockton	Record	(e)	11,418	6,706	18,124	2,513	20,637	41
Vallejo	Chronicle*	(e)	3,780	...	...	...	3,780	...
	Times-Herald*	(m)	3,820	...	...	576	4,396	...
	Total Daily*	(me)	7,600	...	...	576	8,176	...
	Sunday edition*	(S)	3,844	...	...	576	4,420	...
Ventura	Star	(e)	2,969	2,207	5,176	162	5,338	1
Woodland	Democrat	(e)	723	1,072	1,795	218	2,013	...

(*Continued on page* 147)

EXPLANATION OF KEY LETTERS

Following is the explanation of the key letters used to designate time of publication of newspapers in the tables which follow:

(e) Evening, except Sunday.
(f) Friday only.
(j) Thursday only.
(k) Saturday morning, only.
(l) Morning, except Saturday.
(m) Morning, except Sunday.
(S) Sunday only.
(x) Evening, except Saturday and Sunday.
(y) Saturday evening, only.
(v) Evening, except Wednesday.
(w) Wednesday only.

Roman type indicates morning newspapers. *Italic* type indicates evening newspapers.

*Asterisk after paper's name denotes statement for three months ending September 30, 1935.

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 146)

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
COLORADO								
Boulder	Camera	(e)	2,660	347	3,007	308	3,315	11
Colorado Springs	Gazette	(m)	4,173	629	4,802	235	5,037	64
	Telegraph	(e)	7,395	327	7,722	155	7,877	...
	Total Daily	(ms)	11,568	956	12,524	390	12,914	64
	Sunday edition	(S)	10,598	931	11,529	478	12,007	...
Denver	Post	(e)	80,003	8,938	88,941	65,797	154,738	50
	Sunday edition	(S)	82,139	13,101	95,240	211,941	307,181	9
	Rocky Mt. News	(m)	25,179	2,145	27,324	10,961	38,285	78
	Sunday edition	(S)	24,272	2,960	27,232	17,746	44,978	25
Fort Collins	Express-Courier	(e)	2,528	1,254	3,782	344	4,126	...
	Sunday edition	(S)	2,563	1,255	3,818	346	4,164	...
Grand Junction	Sentinel	(e)	2,293	3,423	5,716	363	6,079	8
	Sunday edition	(S)	2,323	3,433	5,756	366	6,122	5
Greeley	Tribune	(m)	1	2,125	2,126	3	2,129	...
	Republican	(e)	2,166	554	2,720	308	3,028	...
	Total Daily	(me)	2,167	2,679	4,846	311	5,157	...
Lamar	News	(e)	563	1,465	2,028	222	2,250	...
	Sparks	(m)	434	1,912	2,346	470	2,816	15
	Sunday edition	(S)	434	1,925	2,359	472	2,831	15
Pueblo	Chieftain	(m)	3,830	2,598	6,428	1,551	7,979	76
	Star-Journal	(e)	9,241	1,543	10,784	797	11,581	7
	Total Daily	(me)	13,071	4,141	17,212	2,348	19,560	83
	Sunday edition	(S)	12,016	5,430	17,446	3,516	20,962	55
CONNECTICUT								
Ansonia	Sentinel	(e)	7,052	...	7,052	143	7,195	...
Bridgeport	Herald	(S)	13,626	5,845	19,471	32,897	52,368	...
	Post	(e)	28,785	6,400	35,185	1,489	36,674	...
	Telegram	(m)	11,037	1,881	12,918	517	13,435	7
	Total Daily	(me)	39,822	8,281	48,103	2,006	50,109	7
	Sunday edition	(S)	19,336	2,507	21,843	358	22,201	40
	Times-Star	(e)	24,042	4,755	28,797	1,204	30,001	64
Greenwich	News Graphic	(e)	1,992	...	1,992	124	2,116	...
Hartford	Courant*	(m)	17,372	13,058	30,430	7,615	38,045	88
	Sunday edition	(S)	27,387	21,411	48,798	11,357	60,155	30
	Times*	(e)	46,267	8,015	54,282	3,305	57,587	9
Manchester	Herald	(e)	4,628	185	4,813	110	4,923	...
Meriden	Journal	(e)	5,585	753	6,338	114	6,452	18
	Record	(m)	5,565	2,428	7,993	426	8,419	81
Middletown	Press	(e)	5,153	4,311	9,464	315	9,779	5
New Britain	Herald*	(e)	12,162	2,994	15,156	247	15,403	...
New Haven	Journal-Courier*	(m)	15,843	4,157	20,000	589	20,589	...
New London	Day*	(e)	10,730	3,278	14,008	664	14,672	2
Norwalk	Hour	(e)	6,338	1,129	7,467	110	7,577	...
Stamford	Advocate	(e)	7,892	2,959	10,851	343	11,194	...
Waterbury	Democrat	(e)	9,363	1,347	10,710	322	11,032	14
	Republican	(m)	7,174	4,210	11,384	3,088	14,472	10
	Sunday edition	(S)	11,476	4,821	16,297	1,854	18,151	4
	American	(e)	12,243	3,329	15,572	371	15,943	7
	Total Daily	(me)	19,417	7,539	26,956	3,459	30,415	17
DELAWARE								
Wilmington	Journal & Every Evening	(e)	22,744	11,575	34,319	6,050	40,369	14
	News	(m)	8,324	2,501	10,825	1,972	12,797	10
	Total Daily	(me)	31,068	14,076	45,144	8,022	53,166	24
	Star	(S)			(Statement not received)			

(*Continued on page* 148)

One Of The Best "Home Coverages" In The United States

The NEWS-JOURNAL papers in Wilmington, Delaware have one of the best "home coverages" in their own city and state in the entire country.

The NEWS-JOURNAL papers enjoy 100% coverage of every family in Wilmington and 85.2% coverage of the families of Delaware.

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RETAIL ADVERTISING by 317,600 lines
GENERAL ADVERTISING by 407,000 lines
CLASSIFIED ADVERTISING by 277,000 lines
TOTAL ADVERTISING by a million lines

In General Advertising the POST-TELEGRAM gained 172,148 lines. The other Newspaper lost 175,532.

In Retail Advertising the POST-TELEGRAM gained 548,292 lines. The other evening Newspaper gained 152,516.

The Milline cost of the POST-TELEGRAM is the lowest in the market, and the lowest in its history. It has declined steadily, for three years, as circulation has consistently increased, circulation is now 52,451 the largest in history of POST-TELEGRAM.

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CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 147)

DISTRICT OF COLUMBIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Washington	Herald	(m)	78,557	12,920	91,477	16,718	108,195	487
	Sunday edition	(S)	92,662	23,366	116,028	71,864	187,892	170
	News	(e)	71,120	3,035	74,155	454	74,609	79
	Post	(m)	64,948	13,851	78,779	19,242	98,021	517
	Sunday edition	(S)	65,069	17,174	82,243	17,673	99,916	329
	Star	(e)	99,105	17,163	116,268	4,347	120,615	536
	Sunday edition	(S)	101,249	21,236	122,485	5,876	128,361	408
	Times	(e)	86,207	17,482	103,689	12,921	116,610	121

FLORIDA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Daytona Beach	News-Journal	(e)	3,874	1,568	5,442	295	5,737	...
	Sunday edition	(S)	3,837	1,575	5,412	316	5,728	...
	Sun-Record	(m)	2,180	836	3,016	148	3,164	7
	Sunday edition	(S)	2,224	837	3,061	149	3,210	7
Jacksonville	Journal	(e)	25,905	7,415	33,320	2,448	35,768	53
	Times-Union	(m)	28,050	20,798	48,848	12,687	61,535	129
	Sunday edition	(S)	30,388	22,169	52,557	14,369	66,926	128
Lakeland	Leader & Star-Telegram	(e)	3,728	2,547	6,275	200	6,475	...
	Sunday edition	(S)	3,782	2,659	6,441	213	6,654	...
Miami	Herald	(m)	31,381	4,064	35,445	8,507	43,952	82
	Sunday edition	(S)	31,157	4,254	35,411	9,597	45,008	118
	News	(e)	24,868	3,726	28,594	3,991	32,585	34
	Sunday edition	(S)	21,174	3,621	24,795	4,098	28,893	36
Orlando	Sentinel	(m)	5,211	2,787	7,998	352	8,350	...
	Reporter-Star	(e)	4,287	1,251	5,538	241	5,779	...
	Total Daily	(me)	9,498	4,038	13,536	593	14,129	...
	Sunday edition	(S)	8,160	3,966	12,126	648	12,774	...
Pensacola	Journal	(m)	4,853	2,397	7,250	1,845	9,095	...
	News	(e)	5,390	1,777	7,167	869	8,036	...
	Total Daily	(me)	10,243	4,174	14,417	2,714	17,131	...
	Sunday edition	(S)	6,307	2,902	9,209	2,037	11,246	...
St. Petersburg	Independent	(e)	8,346	1,025	9,371	757	10,128	65
	Times	(m)	10,529	1,274	11,803	913	12,716	40
	Sunday edition	(S)	12,010	1,365	13,375	1,326	14,701	315
Sarasota	Tribune	(e)	981	316	1,297	98	1,395	18
	Sunday edition	(S)	983	320	1,303	110	1,413	19
Tampa	Times	(e)	13,780	8,228	22,008	1,959	23,967	1
	Tribune	(m)	19,511	19,814	39,325	8,091	47,416	...
	Sunday edition	(S)	20,930	20,994	41,924	8,509	50,433	...
West Palm Beach	Post	(m)	4,922	2,104	7,026	264	7,290	...
	Times	(e)	2,950	1,336	4,286	68	4,354	...
	Total Daily	(me)	7,872	3,440	11,312	332	11,644	...
	Sunday edition	(S)	6,369	3,142	9,511	327	9,838	...

GEORGIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Albany	Herald	(e)	2,448	2,403	4,851	198	5,049	...
Athens	Banner-Herald*	(e)	2,396	2,420	4,816	137	4,953	...
	Sunday edition	(S)	2,382	2,410	4,792	134	4,926	...
Atlanta	Constitution	(m)	51,467	31,537	83,004	15,810	98,814	501
	Sunday edition	(S)	49,847	31,989	81,836	25,589	107,425	120
	Georgian-American	(e)	44,164	22,838	67,002	16,150	83,152	395
	Sunday edition	(S)	42,713	25,844	68,557	114,906	183,463	238
	Journal	(e)	40,425	25,204	65,629	24,998	90,627	292
	Sunday edition	(S)	40,512	24,408	64,920	47,511	112,431	91
Augusta	Chronicle	(m)	8,722	10,541	19,263	1,879	21,142	...
	Sunday edition	(S)	9,015	10,585	19,600	2,094	21,694	...
	Herald	(e)	9,454	9,591	19,045	1,755	20,800	...
	Sunday edition	(S)	9,326	9,645	18,971	1,769	20,740	...
Columbus	Enquirer*	(m)	1,827	4,139	5,966	271	6,237	18
	Ledger*	(e)	9,254	792	10,046	143	10,189	18
	Total Daily*	(me)	11,081	4,931	16,012	414	16,426	36
	Sunday edition	(S)	11,191	4,993	16,184	448	16,632	33

GEORGIA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Macon	Telegraph	(m)	8,225	7,836	16,061	5,494	21,555	...
	News	(e)	7,318	1,593	8,911	480	9,391	...
	Total Daily	(me)	15,543	9,429	24,972	5,974	30,946	...
	Sunday edition	(S)	13,042	8,575	21,617	5,272	26,889	...
Rome	News-Tribune*	(e)	3,671	1,820	5,491	219	5,710	...
	Sunday edition*	(S)	3,753	1,841	5,594	219	5,813	...
Savannah	Morning News	(m)	10,579	9,850	20,429	1,605	22,034	35
	Sunday edition	(S)	11,328	8,057	19,385	1,587	20,972	39
	Press	(e)	15,067	2,299	17,366	299	17,665	...

TERRITORY OF HAWAII

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Honolulu	Advertiser	(m)	8,670	4,190	12,860	166	13,026	39
	Sunday edition	(S)	14,573	6,255	20,828	326	21,154	39
	Star-Bulletin	(x)	17,503	6,553	24,056	85	24,141	41
	Saturday edition	(y)	19,878	7,721	27,599	203	27,802	44

(*Continued on page* 149)

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 148)

IDAHO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Boise	Capital-News	(e)	4,168	7,432	11,600	1,698	13,298	40
	Idaho Statesman	(m)	4,808	8,747	13,555	3,103	16,658	36
	Sunday edition	(S)	5,467	8,427	13,894	3,107	17,001	45
Coeur d'Alene	Press*	(e)	1,965	420	2,385	68	2,453	1
Idaho Falls	Post-Register*	(e)	2,583	3,803	6,186	176	6,362	9
	Sunday edition	(S)	2,411	3,817	6,228	176	6,404	9
Moscow	News-Review*	(e)	488	1,131	1,619	270	1,889	...
Twin Falls	News*	(m)	1,657	6,178	7,835	235	8,070	26
	Sunday edition*	(S)	1,706	6,205	7,911	235	8,146	20
	Times*	(e)	1,771	5,643	7,414	196	7,610	8

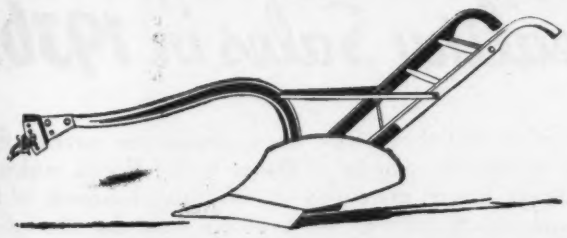
ILLINOIS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Alton	Telegraph	(e)	8,116	4,415	12,531	1,303	13,834	...
Aurora	Beacon-News	(e)	12,442	6,137	18,579	374	18,953	...
Belleville	Advocate	(e)	3,703	2,406	6,109	218	6,327	3
	News-Democrat	(e)	4,440	2,092	6,532	493	7,025	9
Bloomington	Pantagraph	(x)	9,297	13,015	22,312	1,734	24,046	96
	Saturday edition	(k)	9,084	13,038	22,122	1,736	23,858	8
	Sunday edition	(S)	9,130	7,031	16,161	1,059	17,220	12
Cairo	Citizen-Bulletin	(e)	2,365	2,061	4,426	171	4,597	...
Canton	Ledger	(e)	1,919	2,424	4,343	264	4,607	1
Centralia	Sentinel	(e)	3,569	2,373	5,942	167	6,109	134
Champaign-Urbana	News-Gazette*	(e)	7,652	8,050	15,702	382	16,084	20
	Sunday edition*	(S)	7,503	8,125	15,628	384	16,012	20
Chicago	American	(e)	334,631	42,721	377,352	40,791	418,143	755
	Herald & Examiner	(m)	252,126	56,172	308,298	71,470	379,768	1,141
	Sunday edition	(S)	308,003	114,016	422,019	516,564	938,583	681
	News	(e)	319,150	38,654	357,804	36,195	393,999	476
	Times	(x)	212,169	12,664	224,833	3,553	228,386	472
	Sunday edition	(S)	166,376	19,474	185,850	58,749	244,599	137
	Tribune	(m)	527,204	101,153	628,357	155,424	783,781	1,305
	Sunday edition	(S)	505,465	116,498	621,963	302,159	924,122	1,050
Clinton	Journal-Public	(m)	804	163	967	101	1,068	45
	Sunday edition	(S)	802	163	965	101	1,066	...
Danville	Commercial-News*	(x)	9,511	15,429	24,940	1,663	26,603	77
	Saturday edition*	(y)	9,197	7,280	16,477	889	17,366	...
	Sunday edition*	(S)	9,378	15,892	25,270	1,648	26,918	...
Decatur	Herald	(m)	6,928	9,344	16,272	2,969	19,241	...
	Review	(e)	12,087	9,742	21,829	1,496	23,325	...
	Total Daily	(me)	19,015	19,086	38,101	4,465	42,566	...
	Sunday edition	(S)	14,439	18,505	32,944	4,729	37,673	...
East St. Louis	Journal	(e)	9,939	1,168	11,107	172	11,279	...
	Sunday edition	(S)	9,121	601	9,722	160	9,882	...
Elgin	Courier-News	(e)	10,199	5,708	15,907	589	16,496	1
Freeport	Journal-Standard	(e)	5,865	4,903	10,768	285	11,053	3
Galesburg	Register-Mail	(e)	7,080	10,446	17,526	1,164	18,690	...
Jacksonville	Journal	(m)	1,630	3,103	4,733	374	5,107	...
	Courier	(e)	1,830	660	2,490	127	2,617	...
	Total Daily	(me)	3,460	3,763	7,223	501	7,724	...
	Sunday edition	(S)	1,806	3,102	4,908	374	5,282	...
Joliet	Herald-News	(e)	14,214	4,819	19,033	337	19,370	4
	Sunday edition	(S)	14,021	4,835	18,856	338	19,194	...
Kewanee	Star-Courier	(e)	3,893	4,687	8,580	366	8,946	65
LaSalle	Post-Tribune	(e)	3,475	4,040	7,515	299	7,814	...
Lincoln	Courier	(e)	2,590	1,962	4,552	172	4,724	1
Mattoon	Journal Gazette & Commercial Star	(e)	3,417	1,953	5,370	272	5,642	146
Moline	Dispatch	(e)	10,731	4,092	14,823	337	15,160	...
Monmouth	Review Atlas	(e)	2,102	2,215	4,317	297	4,614	...
Mt. Vernon	Register-News	(e)	3,255	3,524	6,779	240	7,019	...
Murphysboro	Independent	(e)	1,619	1,441	3,060	233	3,293	27
Ottawa	Republican-Times	(e)	3,492	3,701	7,193	244	7,437	...
Peoria	Journal	(e)	17,095	8,725	25,820	3,410	29,230	88
	Transcript	(m)	4,258	4,466	8,724	1,297	10,021	380
	Total Daily	(me)	21,353	13,191	34,544	4,707	39,251	468
	Sunday edition	(S)	17,714	10,993	28,707	7,751	36,458	202

(*Continued on page* 150)

ROCK ISLAND—MOLINE, ILL.

World's Farm Implement Capital



New Employment Record!

Paced by the farm implement industry, factory employment in Rock Island—Moline has hit a new record. And the great bulk of these happy employees (75%) make their homes in the Rock Island—Moline area.

During 1936 the full release of agriculture's pent-up demand for equipment will continue to keep these thousands of Rock Island—Moline residents busy. Retail sales, telephones, power and light consumption are establishing all-time records here.

Reach 9 out of every 10 homes in this prosperous market through the Rock Island Argus and the Moline Dispatch—NO DUPLICATION.

Illinois' 4th Largest Market

Like Siamese Twins, Rock Island and Moline, Illinois lie side by side. Commercially and socially, dividing lines are non-existent. A rich trade area of 150,000 population spreads out fan-like for 40 miles northeast of Moline and southwest of Rock Island. In politics and in circulation, the Rock Island (Ill.) Argus and the Moline (Ill.) Dispatch each covers its own field. Combined daily net paid circulation of these two papers total 30,133.

The ROCK ISLAND ARGUS

The MOLINE DISPATCH

Nat. Rep. THE ALLEN-KLAPP-FRAZIER CO., Chicago, St. Louis, Detroit, New York

SALES POWER

Plenty of it . . . developed day after day by the unusually high Reader Interest in the many EXCLUSIVE FEATURES in the Peoria JOURNAL-TRANSCRIPT —by far the most powerful sales force in downstate Illinois.

HERE ARE THE FIGURES

	Daily (Net Paid)	Sunday (Net Paid)
A.B.C. Publisher's Statement—		
Average for 6 months ending MARCH 31, 1934	36,665	33,084
Average for 6 months ending SEPTEMBER 30, 1935	39,251	36,458
Publisher's Affidavit—		
Average for NOVEMBER, 1935	40,232	38,349
INCREASE IN 20 MONTHS	3,567	5,265

PEORIA JOURNAL-TRANSCRIPT

Peoria's Greatest Newspaper

CHAS. H. EDDY CO., INC.

National Representatives

CHICAGO BOSTON NEW YORK

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 149)

ILLINOIS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Peoria (Cont.)	Star	(e)	19,391	9,579	28,970	4,318	33,288	13
	Sunday edition	(S)	18,767	10,014	28,781	9,886	38,667	5
Pontiac	Leader	(e)	1,623	1,367	2,990	251	3,241	2
Quincy	Herald-Whig	(x)	7,249	14,956	22,205	1,247	23,452	...
	Saturday edition	(y)	7,060	4,297	11,357	308	11,665	...
	Sunday edition	(S)	7,438	15,573	22,573	1,249	23,822	...
Rockford	Star	(m)	10,607	10,785	21,392	3,048	24,440	1
	Register-Republic	(e)	18,345	5,939	24,284	828	25,112	1
	Total Daily	(me)	28,952	16,724	45,676	3,876	49,552	2
	Sunday edition	(S)	11,202	11,295	22,496	3,082	25,578	1
Rock Island	Argus	(e)	8,869	4,726	13,595	338	13,933	...
Springfield	State Journal	(m)	12,562	18,732	31,294	997	32,291	13
	Sunday edition	(S)	12,015	15,824	27,839	856	28,695	...
	Ill. State Register	(e)	15,066	14,584	29,650	1,690	31,340	...
	Sunday edition	(S)	12,939	13,208	26,147	1,619	27,766	...
Sterling	Gazette	(e)	3,339	3,712	7,051	250	7,301	5
Streator	Times-Press*	(e)	2,954	3,551	6,505	406	6,911	...
Taylorville	Breeze Courier	(e)	2,281	1,732	4,013	204	4,217	...
Waukegan	News-Sun	(e)	7,958	2,913	10,871	211	11,082	...

INDIANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Anderson	Bulletin	(e)	9,922	5,132	15,054	285	15,339	10
	Herald	(m)	3,774	5,927	9,701	1,476	11,177	...
	Sunday edition	(S)	3,988	6,043	10,031	1,495	11,526	...
Bloomington	Telephone	(e)	3,361	2,850	6,211	947	7,158	...
	World	(e)	2,056	1,927	3,983	133	4,116	...
Columbus	Republican	(e)	3,004	1,712	4,716	198	4,914	...
Crawfordsville	Journal & Review*	(e)	2,758	4,503	7,261	576	7,837	...
Elkhart	Truth	(e)	9,175	4,024	13,199	388	13,587	26
Evansville	Courier	(m)	14,407	16,466	30,873	1,402	32,275	48
	Sunday edition	(S)	16,595	14,802	31,397	1,322	32,719	36
	Journal	(x)	3,372	4,200	7,572	475	8,047	29
	Saturday edition	(y)	3,325	628	3,953	33	3,986	27
	Press	(x)	18,371	6,001	24,372	775	25,147	17
	Saturday edition	(y)	18,167	4,020	22,187	354	22,541	...
	Sunday edition	(S)	17,861	7,444	25,305	1,583	26,888	17
Fort Wayne	Journal-Gazette	(m)	15,238	17,374	32,612	9,557	42,169	29
	Sunday edition	(S)	19,103	7,801	26,904	1,751	28,655	7
	News-Sentinel	(e)	27,732	21,558	49,290	3,322	52,612	48
Gary	Post-Tribune*	(e)	17,530	1,316	18,846	259	19,105	...
Huntington	Herald-Press	(x)	3,429	2,935	6,364	188	6,552	...
	Sunday edition	(S)	3,431	2,942	6,373	189	6,562	...
Indianapolis	News	(e)	85,950	29,820	115,770	29,620	145,390	180
	Star	(m)	54,433	34,707	89,140	31,134	120,274	282
	Sunday edition	(S)	81,186	39,244	120,430	33,508	153,938	21
	Times	(e)	60,145	14,626	74,771	6,681	81,452	109
Kokomo	Tribune	(e)	8,027	5,953	13,980	976	14,956	...
Lafayette	Journal & Courier	(e)	9,586	15,253	24,839	827	25,666	23
Logansport	Pharos Tribune	(e)	4,196	6,499	10,695	1,044	11,739	...
	Press	(m)	2,915	6,097	9,012	846	9,858	20
	Sunday edition	(S)	3,093	6,113	9,206	844	10,050	...
Madison	Courier	(e)	1,073	1,379	2,452	209	2,661	...
Marion	Leader-Tribune	(m)	3,581	4,034	7,615	164	7,779	98
	Chronicle	(e)	6,521	1,898	8,419	86	8,505	...
	Total Daily	(me)	10,102	5,932	16,034	250	16,284	96
	Sunday edition	(S)	9,209	5,914	15,123	253	15,376	...
Michigan City	Dispatch	(e)	2,524	1,021	3,545	67	3,612	...
	News	(e)	3,856	1,486	5,342	229	5,571	1
Muncie	Press	(e)	9,027	6,661	15,688	2,691	18,379	7
	Star	(m)	9,453	10,767	20,220	3,013	23,233	1
	Sunday edition	(S)	8,185	5,667	13,852	1,253	15,105	8
Plymouth	Pilot	(e)	774	1,562	2,336	188	2,524	...
Princeton	Clarion-News	(e)	1,083	996	2,079	88	2,167	...

(*Continued on page* 151)

COVERING

2nd Largest Market

in INDIANA

THE HAMMOND TIMES

"4 in 1" Coverage—

of
HAMMOND, IND. . . 64,560 Pop.
EAST CHICAGO, IND. . 54,784 "
WHITING, IND. . . . 10,880 "
CALUMET CITY, ILL. . 12,298 "

The Only Local Daily in these Four Important Cities, with

142,522 PEOPLE (CENSUS FIGURES)

Plus Excellent Rural Coverage—
Impossible to reach this rich market through Chicago Dailies

But Fully Covered ONLY By

THE HAMMOND TIMES

National Representatives: Burke, Kuipers & Mahoney, Inc.
NEW YORK CHICAGO ATLANTA DALLAS

Rx TO CURE ANY SALES PROBLEM IN PEORIA, ILLINOIS

Advertising in The Peoria Star

DOSE: Use in conjunction with Star merchandising cooperation

Here's Your Prescription for Healthy Sales in 1936!

Again, in 1935, the Star led its competitors by a wide margin in advertising lineage. Figures make dry reading, so we won't publish them here—but our representatives will gladly show you Media Records reports any time you're interested. Incidentally, the latest A.B.C. Audit shows the Star with the largest net paid, home delivered, circulation in its history—yet the rate remains, for a while at least, at depression levels. Better put this paper on your list now!

Assuming that the patient has a chance for survival, that it will fit into the scheme of things in the Peoria market, the treatment herein prescribed is infallible—hundreds of testimonials to its efficacy are available from the files of Star advertisers.

You're considering the Peoria market—what advertiser or advertising agency isn't! Consider, then, the Peoria newspapers—ours you can buy for 7c the line on a 5,000 line contract, which is far less than is usually asked for as much circulation of similar quality, and, with it, we give you the services of a merchandising staff admitted, even by competitors, to be without equal in this part of the country. That our staff can and does do a good merchandising job hundreds of Star advertisers can attest.

Even in '36, most space buyers will still have to make every dollar invested in advertising pay a profit—invested in the Peoria Star your advertising dollar will pay a profit—we'll welcome the opportunity to prove our ability to produce results.

National Advertising Representatives

FRALICK & BATES, Inc.
NEW YORK KANSAS CITY CHICAGO

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 150)

INDIANA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Richmond	Item	(m)	1,700	10,591	12,291	1,021	13,312	15
	Palladium	(e)	7,606	2,020	9,626	182	9,808	2
	Total Daily	(me)	9,306	12,611	21,917	1,203	23,120	17
	Sunday edition	(S)	2,779	10,651	13,430	1,031	14,461	14
South Bend	News-Times	(e)	13,448	13,187	26,635	1,144	27,779	45
	Sunday edition	(S)	12,683	13,122	25,805	1,159	26,964	...
	Tribune	(e)	22,399	13,936	36,335	2,721	39,056	7
	Sunday edition	(S)	21,331	13,880	35,211	2,719	37,930	...
Terre Haute	Star	(m)	10,576	12,269	22,845	2,091	24,936	...
	Tribune	(e)	14,976	8,277	23,253	2,715	25,968	...
	Sunday edition	(S)	15,060	9,541	24,601	1,618	26,219	...
Vincennes	Post*	(m)	1,745	4,388	6,133	378	6,511	5
	Sunday edition*	(S)	1,700	4,517	6,217	381	6,598	5
	Sun-Commercial*	(x)	3,929	3,710	7,639	668	8,307	5
	Saturday edition*	(y)	3,922	650	4,572	29	4,601	5
	Sunday edition*	(S)	3,893	3,714	7,605	668	8,275	5
Warsaw	Times	(e)	1,354	2,300	3,654	121	3,775	...

IOWA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Boone	News-Republican*	(e)	2,435	1,673	4,108	90	4,198	1
Burlington	Hawk-Eye Gazette	(e)	7,197	9,547	16,744	649	17,393	...
Cedar Rapids	Gazette	(e)	15,585	16,805	32,390	5,417	37,807	71
	Sunday edition	(S)	14,460	16,790	31,250	5,399	36,649	34
Clinton	Herald	(e)	6,583	10,523	17,106	914	18,020	...
Council Bluffs	Nonpareil	(x)	7,062	6,631	13,693	588	14,281	...
	Saturday edition	(y)	6,950	2,847	9,797	389	10,186	...
	Sunday edition	(S)	7,122	6,253	13,375	589	13,964	...
Davenport	Democrat & Leader	(e)	6,344	5,856	12,200	1,257	13,457	21
	Sunday edition	(S)	9,124	6,104	15,228	1,286	16,514	21
	Times	(e)	15,812	6,963	22,775	760	23,535	...
Des Moines	Register	(m)	34,981	50,095	85,076	62,696	147,772	275
	Tribune	(e)	49,157	60,016	109,173	18,083	127,256	215
	Total Daily	(me)	84,138	110,111	194,249	80,779	275,028	490
	Sunday edition	(S)	46,508	89,135	135,643	136,121	271,764	85
Dubuque	Telegraph-Herald	(e)	9,934	18,913	28,847	1,313	30,160	...
	Sunday edition	(S)	10,077	18,853	28,930	1,341	30,271	...
Fort Dodge	Messenger & Chronicle	(e)	5,102	7,770	12,872	585	13,459	...
Iowa City	Press-Citizen	(e)	3,876	2,909	6,785	397	7,182	12
Keokuk	Gate City	(e)	2,902	1,744	4,646	192	4,838	51
Marshalltown	Times-Republican*	(e)	3,810	5,509	9,319	561	9,880	...
Mason City	Globe-Gazette*	(e)	6,418	11,261	17,679	927	18,606	126
Muscatine	Journal & News-Tribune	(e)	3,589	3,151	6,740	227	6,967	...
Newton	News*	(e)	2,373	1,549	3,922	180	4,102	22
Oskaloosa	Herald	(e)	2,132	1,957	4,089	168	4,257	1
Ottumwa	Courier	(e)	7,373	6,153	13,526	1,296	14,822	...
Sioux City	Journal	(d)	15,473	35,279	50,752	8,744	59,496	46
	Sunday edition	(S)	16,540	22,883	39,423	5,680	45,103	38
	Tribune	(e)	14,074	33,848	47,922	10,306	58,228	...
Washington	Journal	(e)	1,114	1,413	2,527	303	2,830	...
Waterloo	Courier	(x)	13,456	17,913	31,369	681	32,050	44
	Sunday edition	(S)	13,013	17,893	30,906	681	31,587	43

KANSAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Abilene	Chronicle	(m)	707	1,245	1,952	76	2,028	1
	Sunday edition	(S)	707	1,246	1,953	77	2,030	6
Arkansas City	Traveler	(e)	3,256	2,131	5,387	218	5,605	1
Atchison	Globe	(e)	2,756	2,302	5,058	1,248	6,306	1
Chanute	Tribune	(e)	2,217	2,371	4,588	231	4,819	17
Emporia	Gazette*	(e)	3,271	2,336	5,607	276	5,883	1
Hutchinson	Herald*	(m)	2,933	6,445	9,378	3,732	13,110	2
	News*	(e)	7,948	4,569	12,517	2,735	15,252	2
	Total Daily*	(me)	10,881	11,014	21,895	6,467	28,362	4
	Sunday edition*	(S)	3,529	6,644	10,173	3,809	13,982	29
Kansas City	Kansan	(e)	17,628	188	17,816	130	17,946	13
	Sunday edition	(S)	17,622	192	17,814	134	17,948	...
Lawrence	Journal-World	(e)	2,686	2,018	4,704	511	5,215	13
Leavenworth	Times	(e)	3,492	2,011	5,503	392	5,895	3
	Sunday edition	(S)	3,613	2,014	5,627	393	6,020	...
Ottawa	Herald	(e)	2,338	2,147	4,485	464	4,949	...
Parsons	Sun	(e)	2,723	3,001	5,724	207	5,931	252
Salina	Journal*	(e)	4,968	4,342	9,310	3,477	12,787	2
Topeka	Capital	(m)	13,960	13,878	27,838	16,896	44,734	137
	Sunday edition	(S)	15,160	12,325	27,485	15,889	43,374	101
	Journal	(e)	14,524	5,307	19,561	2,661	22,222	75
Wichita	Beacon	(e)	22,623	28,001	50,624	28,170	78,794	111
	Sunday edition	(S)	25,242	33,587	58,829	38,006	96,835	71
	Eagle	(m)	23,117	15,470	38,587	7,516	46,103	100
	Eagle	(e)	23,385	9,110	32,495	6,106	38,601	77
	Total Daily	(me)	46,502	24,580	71,082	13,622	84,704	177
	Sunday edition	(S)	26,078	21,244	47,322	14,892	62,214	80

KENTUCKY

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Ashland	Independent*	(e)	5,934	2,697	8,631	776	9,407	64
	Sunday edition*	(S)	6,339	3,669	10,008	979	10,987	...
Bowling Green	Park City News	(e)	2,234	933	3,167	352	3,519	1
	Sunday edition	(S)	2,246	933	3,179	355	3,534	...
Henderson	Gleaner	(m)	704	1,454	2,158	162	2,320	...
	Sunday edition	(S)	1,435	1,490	2,933	163	3,096	...
Lexington	Herald	(m)	4,838	6,873	11,711	6,910	18,621	13
	Sunday edition	(S)	5,379	5,574	10,953	5,430	16,383	13
	Leader	(e)	9,867	4,729	14,596	6,395	20,991	...
	Sunday edition	(S)	10,087	4,830	14,917	6,455	21,372	...
Louisville	Courier-Journal	(m)	39,869	19,235	59,104	43,122	102,226	72
	Times	(e)	68,720	19,881	88,601	13,751	102,352	135
	Total Daily	(me)	108,589	39,116	147,705	56,873	204,578	207
	Courier-Journal	(S)	85,297	25,514	110,811	47,888	158,699	114
	Herald-Post	(e)	38,758	6,858	45,616	7,889	53,505	300
Owensboro	Messenger	(m)	2,398	6,502	8,900	2,086	10,986	...
	Inquirer	(x)	3,370	2,457	5,827	128	5,955	...
	Total Daily	(me)	5,768	8,959	14,727	2,214	16,941	...
	Sunday edition	(S)	5,743	9,251	14,994	2,265	17,259	...
Paducah	Sun-Democrat	(x)	5,347	12,381	17,728	237	17,965	...
	Sunday edition	(S)	5,696	12,583	18,279	273	18,516	3

LOUISIANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Baton Rouge	Advocate	(m)	1,833	800	2,633	138	2,771	...
	State Times	(e)	7,648	2,074	9,722	527	10,249	...
	Total Daily	(me)	9,481	2,874	12,355	665	13,020	...
	Sunday edition	(S)	3,331	1,037	4,368	174	4,542	...
Monroe	News-Star	(x)	5,949	3,927	9,876	560	10,436	27
	World	(m)	3,277	5,121	8,398	2,023	10,421	...
	Total Daily	(me)	9,226	9,048	18,274	2,583	20,857	27
	Sunday edition	(S)	6,970	8,494	15,464	2,617	18,081	...
New Orleans	Item*	(x)	52,064	4,413	56,477	2,021	58,498	121
	Saturday edition	(y)	46,659	4,220	50,897	1,708	52,587	95
	Item-Tribune*	(S)	62,016	5,734	67,750	4,658	72,408	142
	Tribune*	(m)	25,594	3,561	29,155	571	29,726	48
	States*	(x)	44,272	4,963	49,235	2,946	52,181	73
	Saturday edition*	(y)	36,529	4,317	40,846	2,063	42,909	67
	Times-Picayune*	(y)	60,950	19,008	79,958	33,728	113,868	133
	Sunday edition*	(S)	78,885	23,737	102,622	50,109	152,731	129
Shreveport	Journal	(e)	13,156	12,541	25,697	3,435	29,132	...
	Times	(m)	12,657	17,780	30,437	13,565	44,002	39
	Sunday edition	(S)	14,656	17,140	31,796	13,478	45,274	36

MAINE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Augusta	Kennebec Journal	(m)	4,281	4,138	8,419	409	8,828	76
Bangor	News	(m)	5,595	15,230	20,825	7,634	28,459	35
Lewiston	Journal	(e)	7,130	2,580	9,710	2,222	11,932	5
	Sun	(m)	7,471	9,842	17,313	3,183	20,496	52
	Total Daily	(me)	14,601	12,422	27,023	5,405	32,428	57
Portland	News	(e)	(Release	delayed)				
	Press-Herald	(m)	12,446	11,162	23,608	15,136	38,744	34
	Express	(e)	15,537	5,425	20,962	3,114	24,076	7
	Total Daily	(me)	27,983	16,587	44,570	18,250	62,820	41
	Telegram	(S)	16,153	9,892	26,045	17,792	43,837	...

(*Continued on page* 152)

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● **Get a line on these Challenge products—know their advantages and economies—and be prepared to order with confidence whenever the need arises . . . Write now for complete information on any item listed. If you require special equipment, the Challenge Engineering Department will be glad to work with you.**

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Complete assortment of sizes and styles. Open End Divided Galley, at the right, is ideal for storing any "hold" matter. Double wall division permits a galley lock at the foot of each column. Saves time—prevents pi.

Open-End Divided Galley—Increases storage facilities; made with two or more divisions.

Open-End Galley for single column matter. Fits any galley cabinet; holds 12-em slugs firmly.

***At left*—Pressed Steel Galley, made from a single piece of selected steel; corners electrically welded. Furnished in all regular news and job sizes . . . Rigid Rim Galley; extra strong, heavy duty. Standard news sizes range from 3x23½ inch single column to 18¾x23½ inch eight column full-page size. Also made in four handy job sizes. Special sizes on order.**

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● **For the publication that has its own job plant, the Challenge-Diamond Power Cutter is a real asset. It's sturdy, safe, reliable. Made in 30½, 34½ and 36-inch sizes.**

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S-202

THE CHALLENGE MACHINERY CO.

GRAND HAVEN, MICHIGAN

CHICAGO, 17-19 E. Austin Ave. 200 Hudson Street NEW YORK

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 151)

MARYLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Baltimore	Sunday American	(S)	156,628	14,432	171,060	54,793	225,853	11
	News & Post	(e)	169,012	14,647	183,659	16,685	200,344	23
	Record	(m)	2,022	52	2,074	79	2,153	3
	Sun	(m)	108,798	9,645	118,443	23,948	142,391	714
	Sun	(e)	120,534	10,046	130,580	8,023	138,603	168
	Total Daily	(me)	229,332	19,691	249,023	31,971	280,994	882
	Sunday edition	(S)	152,178	14,101	166,279	28,677	194,956	459
Cumberland	News	(m)	3,619	3,990	7,609	2,146	9,755	...
	Times	(e)	9,168	6,517	15,685	907	16,592	...
	Sunday edition	(S)	8,048	7,206	15,254	943	16,197	...
Hagerstown	Herald	(m)	2,398	2,355	4,753	279	5,032	217
	Mail	(e)	7,023	2,361	9,384	232	9,616	41

MASSACHUSETTS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Athol	News	(e)	(Statement in Correspondence)					
Attleboro	Sun*	(e)	4,097	1,388	5,485	365	5,850	34
Beverly	Times	(e)	4,161	496	4,657	66	4,723	...
Boston	American	(e)	175,050	34,589	209,639	37,978	247,617	31
	Sunday Advertiser	(S)	145,564	74,993	220,557	282,527	130,779	2,996
	Christian Science Monitor	(e)	(International Distribution)				130,779	2,996
	Herald	(m)	66,670	20,185	86,855	37,875	124,730	1,289
	Traveler	(e)	145,145	16,712	161,857	13,019	174,876	25
	Total Daily	(me)	211,815	36,897	248,712	50,894	299,606	1,314
	Globe	(m)	57,056	20,400	77,456	51,155	128,611	3
	Globe	(e)	110,218	15,297	125,515	6,745	132,260	7
	Total Daily	(me)	167,274	35,697	202,971	57,900	260,871	10
	Sunday edition	(S)	165,248	50,358	215,606	82,915	298,521	4
	Sunday Herald	(S)	75,931	26,978	102,909	43,397	146,306	426
	Post	(m)	196,388	54,408	250,796	107,616	358,412	600
	Sunday edition	(S)	104,907	65,804	170,711	111,002	281,713	340
	Record	(m)	155,707	45,929	201,636	119,085	320,721	18
	Transcript	(x)	20,895	3,434	24,329	5,208	29,537	...
	Saturday edition	(y)	26,325	6,033	32,358	8,188	40,546	...
Brockton	Enterprise and Times*	(e)	15,886	14,192	30,078	1,309	31,387	28
Clinton	Item	(e)	2,176	182	2,358	52	2,410	3
Fall River	Herald-News	(e)	22,877	4,797	27,674	984	28,658	...
Fitchburg	Sentinel	(e)	9,155	2,094	11,249	373	11,622	...
Gloucester	Times	(e)	5,469	1,064	6,533	339	6,872	...
Greenfield	Recorder-Gazette	(e)	4,411	1,904	6,315	289	6,604	43
Haverhill	Gazette	(e)	12,366	3,083	15,449	392	15,841	...
Lawrence	Eagle	(m)	2,753	146	2,899	42	2,941	...
	Tribune	(e)	17,648	7,543	25,191	806	25,997	...
	Total Daily	(me)	20,401	7,689	28,090	848	28,938	...
Lowell	Courier-Citizen*	(m)	8,628	2,912	11,540	1,095	12,635	26
	Leader*	(e)	8,523	898	9,421	202	9,623	9
	Total Daily*	(me)	17,151	3,810	20,961	1,297	22,258	35
	Sun*	(e)	12,093	1,241	13,334	469	13,803	18
Lynn	Item*	(e)	11,264	4,903	16,167	502	16,669	20
	Telegram-News*	(e)	10,914	2,226	13,140	171	13,311	...
	Sunday edition*	(S)	9,959	3,073	13,032	67	13,099	...
New Bedford	Standard-Times	(e)	26,868	14,737	41,605	1,314	42,919	5
	Mercury	(m)	5,202	897	6,099	171	6,270	259
	Total Daily	(me)	32,070	15,634	47,704	1,485	49,189	264
	Standard-Times	(S)	17,233	6,361	23,594	2,137	25,731	41
Newburyport	News*	(e)	3,196	1,462	4,658	244	4,902	13
North Adams	Transcript	(e)	5,549	4,664	10,213	893	11,106	...
Northampton	Gazette	(e)	5,256	2,640	7,896	251	8,147	...
Pittsfield	Berkshire Eagle	(e)	12,868	5,182	18,050	1,185	19,235	25
Quincy	News	(e)	4,358	2,596	6,954	186	7,140	1
	Patriot-Ledger	(e)	7,777	1,760	9,537	390	9,927	15

MASSACHUSETTS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Salem	News*	(e)	9,542	9,904	19,446	368	19,814	...
Taunton	Gazette*	(e)	8,055	912	8,967	369	9,336	70
Waltham	News-Tribune	(e)	6,512	1,312	7,824	195	8,019	...
Worcester	Post	(e)	19,599	10,340	29,939	291	30,230	22
	Telegram	(m)	25,884	13,917	37,601	5,892	43,493	22
	Gazette	(e)	34,454	22,030	56,484	7,764	64,248	22
	Total Daily	(me)	58,138	35,947	94,085	13,656	107,741	12
	Sunday edition	(S)	31,651	18,967	50,618	5,627	56,245	36

MICHIGAN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Adrian	Telegram	(e)	3,260	5,573	8,833	600	9,433	...
Alpena	News	(e)	2,650	1,560	4,210	240	4,450	...
Ann Arbor	News*	(e)	7,459	2,325	9,784	565	10,349	...
Battle Creek	Enquirer-News	(x)	8,580	4,380	12,960	1,089	14,049	53
	Saturday edition	(y)	8,482	2,771	11,253	438	11,691	...
	Sunday edition	(S)	8,441	4,395	12,836	1,079	13,915	...
	Moon-Journal	(x)	8,033	4,849	12,882	1,004	13,886	6
	Saturday edition	(y)	7,973	3,651	11,624	441	12,065	...
	Sunday edition	(S)	7,528	4,845	12,373	1,021	13,394	5
Bay City	Times	(e)	11,569	9,159	20,728	1,342	22,070	2
	Sunday edition	(S)	11,408	8,963	20,371	1,323	21,694	8
Benton Harbor & St. Joseph	News-Palladium	(e)	5,103	5,061	10,164	631	10,795	5
	Herald-Press	(e)	1,829	2,538	4,367	242	4,609	...
	Total Daily	(e)	6,932	7,599	14,531	873	15,404	...
Detroit	Free Press	(m)	152,887	31,444	184,331	54,868	239,199	993
	Sunday edition	(S)	113,245	39,597	152,842	96,616	249,458	179
	News	(e)	221,102	47,125	268,227	16,948	285,175	228
	Sunday edition	(S)	217,946	56,482	274,428	60,826	335,254	128
	Times	(e)	210,928	39,074	250,002	40,348	290,350	430
	Sunday edition	(S)	187,587	53,379	240,966	126,810	367,776	153
Flint	Journal	(e)	37,305	10,940	48,245	971	49,216	176
	Sunday edition	(S)	35,745	10,975	46,720	984	47,704	120
Grand Rapids	Herald	(m)	14,185	11,198	25,383	10,737	36,120	44
	Sunday edition	(S)	19,508	7,584	27,092	3,471	30,563	32
	Press	(e)	46,685	23,646	70,331	14,191	84,522	77
Hillsdale	News	(e)	1,482	2,949	4,431	214	4,645	5
Iron Mountain	News	(e)	3,686	3,924	7,610	170	7,780	...
Jackson	Citizen Patriot	(x)	15,699	8,411	24,110	1,165	25,275	...
	Saturday edition	(y)	15,480	3,911	19,391	489	19,880	...
	Sunday edition	(S)	15,648	8,314	23,962	1,132	25,094	...
Kalamazoo	Gazette*	(e)	17,394	9,919	27,313	950	28,263	...
	Sunday edition*	(S)	16,664	10,345	27,009	1,013	28,022	...
Lansing	State Journal*	(e)	22,217	13,720	35,937	7,897	43,834	25
Ludington	News	(e)	1,904	1,765	3,669	175	3,844	3
Marshall	Chronicle	(e)	1,094	1,554	2,648	82	2,730	...
Monroe	News	(e)	4,144	2,935	7,079	148	7,227	6
Muskegon	Chronicle	(e)	16,069	5,473	21,542	495	22,037	1
Pontiac	Press	(e)	15,817	9,444	25,261	1,879	27,140	67
Port Huron	Times-Herald	(e)	9,013	11,117	20,130	335	20,465	1
Saginaw	News	(e)	18,502	7,364	25,866	1,028	26,894	5
	Sunday edition	(S)	18,295	7,227	25,522	1,003	26,525	...
Three Rivers	Commercial	(e)	1,421	1,331	2,752	128	2,880	...

(*Continued on page* 153)

Lawrence, Massachusetts

The last Community to feel the effects of the industrial depression; the first to forge ahead to thriving activity. With 197 diversified industries it is still the world's wool and worsted manufacturing centre and the home of highly skilled workers.

The rich territory in the Lawrence Trading Area is completely covered by

The Lawrence Eagle-Tribune

30,300 Homes
28,754 net paid circulation.
(*A. B. C. Audit*)

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RICH RURAL MARKET

The recent Agricultural Meet at Worcester—attended by 4000 farmers in one day—focuses new attention on Worcester county as one of the most solidly prosperous farm areas of the East. The county has 6,464 farms, containing 469,126 acres, with a valuation of $37,839,117. Worcester county farmers farm well and live well—are known from coast to coast for their achievements with dairy cattle, poultry, fruits and other specialties—for m a ready market for the many improvements that make life worth while.

69 Per Cent of Worcester County's Farm Homes Are Electrified

Average for Mass. 48 per cent. For U. S. 12 per cent.

A recent survey shows that of Worcester county's thousands of substantial farm homes

58% Have Running Water
47% Have Central Heating
16% Have Mechanical Refrigeration
96% Have Established Lawns
92% Have Plantings of Trees and Shrubbery

Rapid increase in poultry production—the coming into bearing of many fine young orchards—swelled Worcester county's cash income in 1935. Best available estimates of 1935 agricultural income are as follows:

Dairy Products....Between $5,000,000 and $6,000,000
Poultry Products..... 3,500,000
Fruit (Mostly those famous Massachusetts apples)..... 2,750,000
Market Garden Produce..... 1,500,000
More than $12,000,000 from these four groups alone!

This rich rural market is part of the territory covered by the Telegram-Gazette. The ENTIRE Worcester Market—urban and rural—concentrating a population of more than 433,000 in the city and average 18-mile suburban trading area—is effectively cultivated through these newspapers ALONE. Average net paid circulation more than 100,000 daily for more than eight years.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Chicago Detroit Boston Philadelphia San Francisco Los Angeles Cincinnati

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 152)

MINNESOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Albert Lea	Tribune	(e)	2,546	2,241	4,787	217	5,004	...
Austin	Herald	(e)	3,065	1,995	5,060	213	5,273	34
Duluth	Herald	(e)	19,992	10,889	30,881	4,746	35,627	87
	News-Tribune	(m)	12,630	17,376	30,006	1,951	31,957	9
	Total Daily	(me)	32,622	28,265	60,887	6,697	67,584	96
	Sunday edition	(S)	15,931	19,316	35,247	5,432	40,679	5
Fergus Falls	Journal*	(e)	1,581	5,949	7,530	496	8,026	...
Hibbing	Tribune	(e)	2,879	1,675	4,554	437	4,991	2
Moorhead	Free Press	(e)	3,740	5,961	9,701	978	10,679	2
Minneapolis	Journal	(e)	58,062	5,631	63,693	49,043	114,704	391
	Sunday edition	(S)	70,508	5,868	76,376	73,076	159,242	216
	(Total circulation includes St. Paul distribution, not otherwise shown, 1,868 copies daily, 9,790 Sunday.)							
	Star	(e)	54,850	2,203	57,053	23,434	80,741	144
	(Total circulation includes 254 copies in St. Paul, not otherwise shown.)							
	Tribune	(m)	33,695	2,382	36,077	32,309	69,441	309
	Tribune	(e)	44,035	5,806	49,841	20,551	71,019	309
	Total Daily	(me)	77,730	8,188	85,918	52,860	140,460	618
	Sunday edition	(S)	99,106	9,295	108,401	85,852	201,773	215
	(Total circulation includes St. Paul distribution, not otherwise shown, 1,655 copies morning; 627, evening; 1,682, combined daily; 7,526, Sunday.)							
Rochester	Post-Bulletin	(e)	4,560	5,855	10,415	231	10,646	...
St. Cloud	Times-Journal	(e)	4,127	3,407	7,534	541	8,075	1
St. Paul	Dispatch	(e)	54,639	6,489	61,128	30,482	91,972	122
	Pioneer Press	(m)	52,898	7,234	60,132	14,448	74,961	539
	Sunday edition	(S)	55,064	7,331	62,395	50,442	113,848	43
	(Total circulation includes Minneapolis distribution, not otherwise shown, of 331 copies morning; 362, evening; 1,011, Sunday.)							
	News	(e)	31,118	4,414	35,532	32,879	68,477	420
	Sunday edition	(S)	29,927	4,092	34,019	12,144	46,237	89
	(Total circulation includes Minneapolis distribution, not otherwise shown of 66 copies daily; 74 copies Sunday.)							
Winona	Republican-Herald	(e)	5,435	9,063	14,498	493	14,991	10

MISSISSIPPI

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Biloxi-Gulfport	Herald	(e)	3,491	2,001	5,492	177	5,669	...
Clarksdale	News	(m)	918	197	1,115	98	1,213	...
Jackson	Clarion-Ledger*	(m)	6,110	17,589	23,699	9,705	33,404	...
	Sunday edition*	(S)	7,146	19,049	26,195	10,238	36,433	...
	News*	(e)	7,504	11,773	19,277	13,571	32,848	...
	Sunday edition*	(S)	7,346	11,860	19,206	13,894	33,100	...
Meridian	Star	(e)	5,777	8,808	14,585	729	15,314	23
	Sunday edition	(S)	5,895	9,042	14,937	824	15,761	4
Vicksburg	Post*	(e)	3,342	.....	.....	1,868	5,210	...

MISSOURI

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Cape Girardeau	Southeast Missourian	(e)	3,140	4,531	7,671	727	8,398	2
Columbia	Missourian	(e)	1,888	664	2,552	270	2,822	...
	Tribune	(e)	2,806	1,612	4,418	339	4,757	...
Hannibal	Courier-Post & Journal	(e)	4,669	2,429	7,098	241	7,339	...
Joplin	Globe*	(m)	6,236	14,089	20,325	2,383	22,708	...
	News-Herald*	(e)	6,261	5,997	12,258	1,012	13,270	...
	Total Daily*	(me)	12,497	20,086	32,583	3,395	35,978	...
	Sunday edition*	(S)	7,525	16,184	23,709	2,995	26,704	...
Kansas City	Journal-Post	(e)	59,951	16,119	76,070	17,876	93,946	27
	Sunday edition	(S)	50,237	13,509	63,746	15,721	79,467	2
	Star	(e)	160,622	62,001	222,623	82,746	305,369	862
	Times	(m)	156,958	62,281	219,239	83,038	302,277	749
	Total Daily	(me)	317,580	124,282	441,862	165,784	607,646	1,611
	Sunday Star	(S)	158,859	63,275	222,134	93,607	315,741	575

(*Continued on page* 154)

Going places in Minneapolis!

The December Net Paid Average of The Minneapolis Star

100,555

A gain of 21,487 in the last four months . . . and still climbing!

★

Largest evening home delivered circulation in Minneapolis!

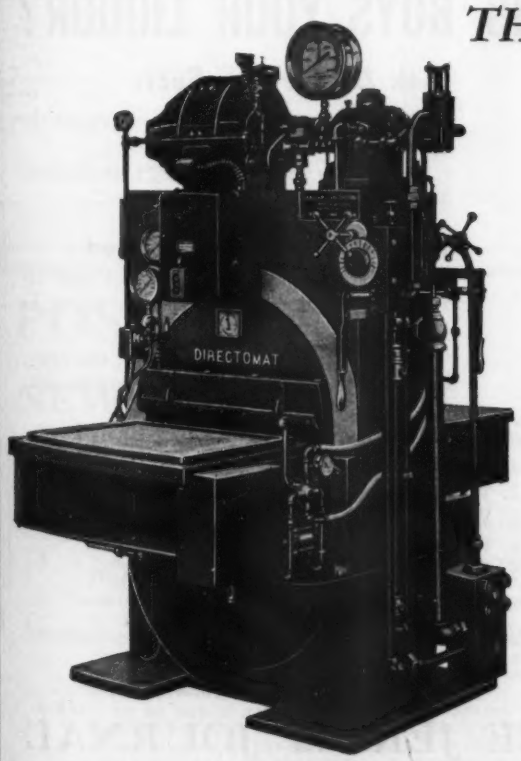
The MINNEAPOLIS STAR

Affiliated ownership with The Des Moines Register and Tribune

Represented by

GUY S. OSBORN, SCOLARO and MEEKER, Inc.

Chicago New York Detroit St. Louis



DIRECTOMAT—*Hydraulic Matrix Press*

for cold or hot Moulding (dry or wet mats)

THE APPEAL OF WELL-PRINTED PICTURES

IN this Age of Pictures—people get their news from pictures, they get their amusement from pictures, they buy from pictures. No wonder well-printed pictures increase the circulations of papers. No wonder display advertising expands. No wonder wirephoto thrives. It is in keeping with the trend of the times, and the DIRECTOMAT Matrix Press greatly assists in providing that typographical excellence so appreciated by advertisers and readers.

Better typography has demonstrated its selling power and publishers realize that they must be in a position to sell quality advertisements—more than mere space. It is an established fact that the DIRECTOMAT—more than any other single factor—makes this possible. It produces sharper and more uniform type matter, more detail and contrast in the halftones and denser solids than the roller method. It permits more liberal use of italics, graceful swashes and other delicate type faces. Everybody says it. Twenty-four installations prove it.

Write for full particulars

Lake Erie Sterotype Equipment Company

Division of Lake Erie Engineering Corporation, Buffalo, N. Y.

68 KENMORE STATION, BUFFALO, N. Y.

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 153*)

MISSOURI—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Maryville	Forum*	(e)	1,094	2,643	3,737	418	4,155	...
Moberly	Monitor-Index & Journal	(e)	2,839	1,957	4,796	350	5,146	63
St. Joseph	News-Press	(e)	20,922	18,221	39,143	2,651	41,794	...
	Gazette	(m)	8,923	14,024	22,947	1,088	24,035	214
	Total Daily	(me)	29,845	32,245	62,090	3,739	65,829	214
	Sunday News-Press	(S)	21,412	13,345	34,757	1,349	36,106	...
St. Louis	Globe-Democrat	(m)	123,014	16,814	139,828	72,078	211,906	581
	Sunday edition	(S)	120,676	15,322	135,998	62,968	198,966	222
	Post-Dispatch	(e)	162,611	12,092	174,703	42,312	217,015	26
	Sunday edition	(S)	180,696	19,252	199,948	53,396	253,344	203
	Record	(m)	2,173	5	2,178	13	2,191	1
	Star-Times	(e)	114,144	9,822	123,966	15,196	139,162	78
Springfield	News	(m)	3,666	7,742	11,408	5,860	17,268	60
	Leader & Press	(e)	15,361	8,828	24,189	3,718	27,907	...
	Total Daily	(me)	19,027	16,570	35,597	9,578	45,175	60
	Sunday edition	(S)	15,085	12,323	27,408	7,399	34,807	51

MONTANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Billings	Gazette	(m)	2,395	6,274	8,669	4,066	12,735	136
	Gazette	(e)	2,746	277	3,023	.....	3,023	18
	Total Daily	(me)	5,141	6,551	11,692	4,066	15,758	154
	Sunday edition	(S)	5,033	5,992	11,025	4,292	15,317	146
Butte	Montana Standard	(m)	6,306	3,088	11,374	3,035	14,409	6
	(Note: City and Retail includes 1,989 circulation in Anaconda.)							
	Sunday edition	(S)	11,274	4,247	17,986	6,073	24,059	6
	(Note: City and Retail includes 2,485 circulation in Anaconda.)							
	Post	(e)	6,457	1,323	8,792	255	9,047	...
	(Note: City and Retail includes 1,012 circulaion in Anaconda.)							
Great Falls	Tribune	(m)	5,067	8,348	13,415	3,089	16,504	9
	Sunday edition	(S)	6,209	9,099	15,308	3,115	18,423	8
	Leader	(e)	3,191	506	3,697	47	3,744	...
Helena	Record-Herald	(e)	2,173	338	2,511	1,741	4,252	1
Missoula	Missoulian	(m)	2,156	1,858	4,014	342	4,356	...
	Sentinel	(e)	3,115	1,338	4,453	144	4,597	...
	Total Daily	(me)	5,271	3,196	8,467	486	8,953	...
	Sunday Missoulian	(S)	4,230	2,650	6,880	472	7,352	...

NEBRASKA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Fremont	Tribune	(e)	2,424	3,249	5,673	437	6,110	2
Grand Island	Independent	(e)	4,496	5,478	9,974	2,440	12,414	22
Hastings	Tribune	(e)	3,085	4,858	7,943	806	8,749	...
Lincoln	Journal	(m)	4,284	11,254	15,538	10,842	26,380	...
	Journal	(e)	11,818	2,851	14,669	720	15,389	23
	Star	(e)	10,028	10,726	20,754	6,200	26,954	...
	Total Daily	(me)	26,130	24,831	50,961	17,762	68,723	23
	Sunday edition	(S)	18,494	17,227	35,721	13,092	48,813	...
Norfolk	News	(e)	1,815	4,288	6,103	947	7,050	28
Omaha	Bee-News	(m)	7,138	8,350	15,488	33,735	49,223	99
	Bee-News	(e)	33,133	9,087	42,220	7,554	49,774	75
	Total Daily	(me)	40,271	17,437	57,708	41,289	98,997	174
	Sunday edition	(S)	38,787	18,494	57,281	61,491	118,772	26
	World-Herald	(m)	6,548	12,097	18,645	43,444	62,089	79
	World-Herald	(e)	50,204	8,347	58,551	5,991	64,542	70
	Total Daily	(me)	56,752	20,444	77,196	49,435	126,631	149
	Sunday edition	(S)	53,544	19,575	73,119	48,262	121,381	32

NEVADA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Reno	Gazette	(e)	4,727	2,416	7,143	1,969	9,112	24
	State Journal*	(m)	1,602	1,433	3,035	1,644	4,679	30
	Sunday edition*	(S)	1,952	1,452	3,404	1,630	5,034	26

NEW HAMPSHIRE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Concord	Monitor-Patriot	(e)	5,691	696	6,387	459	6,846	[illegible]
Manchester	Union	(m)	1,424	4,896	6,320	12,464	18,784	[illegible]
	Leader	(e)	16,161	1,347	17,508	523	18,031	[illegible]
	Total Daily	(me)	17,585	6,243	23,828	12,987	36,815	[illegible]

NEW JERSEY

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Asbury Park	Press	(e)	8,692	3,851	12,543	192	12,735	...
	Sunday edition	(S)	5,075	2,350	7,425	110	7,535	...
Atlantic City	Press	(m)	18,333	1,247	19,580	366	19,946	[illegible]
	Union	(e)	13,978	1,377	15,355	58	15,413	[illegible]
	Total Daily	(me)	32,311	2,624	34,935	424	35,359	[illegible]
	Sunday edition	(S)	16,743	2,790	19,533	185	19,718	[illegible]
Bayonne	Times	(e)	13,018	.....	.....	206	13,224	...
Camden	Courier	(e)	27,236	23,647	50,883	2,963	53,846	...
	Post	(m)	6,036	8,712	14,748	3,036	17,784	[illegible]
	Total Daily	(me)	33,272	32,359	65,631	5,999	71,630	[illegible]
Elizabeth	Journal	(e)	17,671	8,394	26,065	712	26,777	...
Hackensack	Record	(e)	10,257	7,478	17,735	359	18,094	[illegible]
Hoboken	Jersey Observer	(e)	34,350	2,131	36,481	708	37,189	...
Jersey City	Jersey Journal	(e)	35,998	.....	.....	1,765	37,763	...
Newark	Sunday Call	(S)	57,608	15,253	72,861	2,062	74,923	...
	Ledger	(m)	35,658	5,144	40,802	198	41,000	...
	Sunday edition	(S)	39,083	10,616	49,699	251	49,950	...
	News	(e)	104,872	21,763	126,635	2,220	128,855	[illegible]
	Star-Eagle	(e)	66,647	13,639	80,286	311	80,597	...
Passaic	Herald-News	(e)	23,685	2,623	26,308	420	26,728	[illegible]
Paterson	Call*	(m)	9,901	7,847	17,748	824	18,572	...
	News*	(e)	12,884	6,733	19,617	315	19,932	...
Perth Amboy	News*	(e)	10,619	2,383	13,002	122	13,124	...
Plainfield	Courier-News	(e)	10,271	2,169	12,440	385	12,825	[illegible]
Trenton	State Gazette	(m)	10,870	2,236	13,106	363	13,469	[illegible]
	Times	(e)	28,294	12,748	41,042	1,594	42,636	...
	Total Daily	(me)	39,164	14,984	54,148	1,957	56,105	[illegible]
	Times-Advertiser	(S)	19,615	8,390	28,005	1,085	29,090	...
Union City	Hudson Dispatch	(m)	11,251	9,643	20,894	820	21,714	...
Vineland	Journal	(e)	1,289	1,987	3,276	139	3,415	[illegible]
	Times	(e)	1,241	1,825	3,066	52	3,118	...

NEW MEXICO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Albuquerque	Journal	(m)	6,764	4,856	11,620	3,920	15,540	[illegible]
	Sunday edition	(S)	7,118	5,102	12,220	4,022	16,242	[illegible]
	Tribune	(e)	7,111	3,301	10,412	2,714	13,126	[illegible]
Roswell	Record*	(e)	1,311	1,205	2,516	79	2,595	...

NEW YORK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Albany	Knickerbocker Press	(m)	12,520	7,003	19,523	6,623	26,146	[illegible]
	Sunday edition	(S)	16,910	16,556	33,466	8,495	41,961	[illegible]
	News	(e)	21,380	13,070	34,450	6,792	41,242	[illegible]
	Times-Union	(e)	21,300	13,890	35,190	11,683	46,873	[illegible]
	Sunday edition	(S)	16,947	29,573	46,520	14,969	61,489	...
Amsterdam	Recorder & Democrat	(e)	6,792	1,912	8,704	343	9,047	...
Batavia	News	(e)	4,341	3,847	8,188	505	8,693	[illegible]
Binghamton	Press	(e)	21,844	11,903	33,747	4,356	38,103	[illegible]
	Sun	(m)	10,307	11,303	21,610	3,099	24,709	[illegible]
Brooklyn	Eagle	(e)	70,212	16,211	86,423	1,638	88,061	...
	Sunday edition	(S)	70,281	10,818	81,099	2,735	83,834	...
	Times-Union	(e)	74,748	16,437	91,185	265	91,450	[illegible]
	Sunday edition	(S)	58,799	16,274	75,073	132	75,205	[illegible]
Buffalo	Courier-Express	(m)	93,264	27,294	120,558	12,115	132,673	[illegible]
	Sunday edition	(S)	83,714	39,072	122,786	25,570	148,356	[illegible]
	News	(e)	123,899	44,497	168,396	22,286	190,682	[illegible]
	Times	(e)	70,955	14,199	85,154	5,898	91,052	[illegible]
	Sunday edition	(S)	59,235	16,839	76,074	31,197	107,271	[illegible]
Corning	Leader	(e)	4,593	3,757	8,350	526	8,876	[illegible]
Dunkirk	Observer	(e)	3,446	995	4,441	102	4,543	...

(*Continued on page 155*)

NEBRASKA...

1st State in Farm Income

per capita

According to the latest U. S. Government 3-year average report, Nebraska's per capita farm income leads all other states! Few other states rank so high in so many leading crops—1st in cattle, per farm . . . 2nd in sugar beets . . . 3rd in corn . . . 3rd in wheat . . . 3rd in hogs . . . 4th in butter, etc.

Omaha is the world's 1st city in butter production, 2nd largest live stock market, a leading grain market, 4th railroad center, with 430 manufacturing plants (over $300,000,000 annual output.)

To Cover Nebraska...

The World-Herald, for more than 20 years, has been Nebraska's No. 1 newspaper. Reaches approximately 95% of Omaha's 54,602 families including newsstand and street sales—85% of these homes by carrier boy, alone—74% of the city-and-town homes in Omaha's 15-county market—over 60,000 additional throughout Nebraska and Western Iowa.

ONE newspaper, at ONE cost, does the job completely. As proof—Local, General and Classified Advertisers use far more space in the World-Herald than in the 2nd paper!

Omaha World-Herald

O'MARA & ORMSBEE, Inc., Nat. Advertising Representatives

WHO BUYS YOUR LIQUOR?

Ask Us for the Facts

Don't *buy* space blindly. You can get the facts from us.

Don't *guess* about the Jersey City Market. Write for our Liquor Sales Report.

How Information Is Obtained

The Jersey Journal has painstakingly reviewed the sales of all package stores in Jersey City.

Our report shows authentically the type, brand, price, size and number of bottles sold.

Can You Answer These Questions?

1. What outlets sell your brand?
2. What is the favorite size?
3. What quantity of your brand was sold?
4. What factor does price play?
5. Have you a complete list of Jersey City outlets?

This information is available to all advertising agencies and distillery executives.

WRITE OR PHONE FOR IT TODAY!

THE JERSEY JOURNAL

Jersey City, New Jersey

National Representatives
STORY, BROOKS & FINLEY
New York, Philadelphia, Chicago, San Francisco

Same Rate For Local and National Advertising

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 154)

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Elmira	Advertiser	(m)	2,470	2,115	4,585	1,196	5,781	...
	Star-Gazette	(e)	15,095	8,121	23,216	1,499	24,715	...
	Total Daily	(me)	17,565	10,236	27,801	2,695	30,496	...
	Sunday edition	(S)	7,010	5,833	12,843	4,051	16,894	...
Flushing	North Shore Journal	(e)	6,671	779	7,450	203	7,653	38
Freeport-Lynbrook	Nassau Review	(e)	12,233	3,302	15,535	1,579	17,114	25
	Nassau Star	(e)	3,950	.....	3,950	737	4,687	18
	Total Daily	(me)	16,183	3,302	19,485	2,316	21,801	43
Geneva	Times	(e)	2,890	2,444	5,334	162	5,496	12
Glens Falls	Post-Star	(m)	3,664	4,637	8,301	428	8,729	36
	Times	(e)	3,565	2,548	6,113	565	6,678	25
	Total Daily	(me)	7,229	7,185	14,414	993	15,407	61
Gloversville & Johnstown	Herald	(m)	2,204	2,300	4,504	224	4,728	43
	Leader-Republican	(e)	8,028	518	8,546	173	8,719	6
	Total Daily	(me)	10,232	2,818	13,050	397	13,447	49
Hornell	Tribune	(e)	4,723	2,119	6,842	649	7,491	8
Hudson	Register*	(e)	1,477	1,478	2,955	218	3,173	...
	Star*	(m)	1,021	2,102	3,123	263	3,386	1
Ithaca	Journal	(e)	5,070	2,753	7,823	582	8,405	43
Jamaica	L. I. Press	(e)	56,840	5,092	61,932	2,365	64,297	...
	Sunday edition	(S)	32,477	4,036	47,513	1,696	49,209	...
Jamestown	Journal	(e)	7,312	2,766	10,078	225	10,303	1
	Post	(m)	6,643	5,456	12,099	967	13,066	30
Kingston	Freeman	(e)	6,526	2,175	8,701	479	9,180	3
Lockport	Union-Sun & Journal	(e)	5,246	2,416	7,662	187	7,849	9
Long Island City	Star	(e)	25,208	.....	.....	168	25,376	...
Malone	Telegram	(e)	1,472	2,708	4,180	403	4,583	1
Mamaroneck	Times	(e)	2,439	843	3,282	97	3,379	...
Middletown	Times-Herald	(e)	4,720	3,120	7,840	403	8,243	4
Mount Vernon	Argus	(e)	9,116	879	9,995	1,097	11,092	13
Newburgh	News	(e)	6,982	4,654	11,636	244	11,880	...
Beacon	News	(e)	2,070	884	2,954	48	3,002	...
	Total Daily	(me)	9,052	5,538	14,590	292	14,882	...
New Rochelle	Standard-Star	(e)	9,184	501	9,685	224	9,909	13
New York	American	(m)	256,960	45,208	302,168	17,406	319,574	109
	Sunday edition	(S)	465,276	302,887	768,163	253,166	1,021,329	63
	Herald-Tribune	(m)	156,369	100,302	256,671	60,781	317,452	1,214
	Sunday edition	(S)	146,863	149,216	296,079	156,745	452,824	1,083
	Home News	(e)	106,148	...	...	...	106,148	...
	Sunday edition	(S)	107,037	.....	.....	.....	107,037	...
	Investment News	(m)	(National Distribution				6,593	7
	Journal	(e)	502,936	107,694	610,630	20,311	630,941	...
	Mirror	(m)	403,118	60,485	463,603	91,336	554,939	14
	Sunday edition	(S)	280,906	110,252	491,158	692,191	1,183,349	29
	News	(m)	1,226,596	237,651	1,464,247	128,517	1,592,764	21
	Sunday edition	(S)	1,176,532	420,675	1,597,207	926,408	2,523,615	...
	Post	(e)	102,233	15,457	117,690	3,393	121,083	30
	Sun	(e)	247,542	33,527	281,069	12,564	293,633	565
	Times	(m)	282,666	82,918	365,584	84,894	450,478	5,715
	Sunday edition	(S)	254,313	120,123	374,436	307,270	681,706	1,464
	World-Telegram	(x)	348,488	36,588	385,076	9,880	394,956	400
	Saturday edition	(y)	266,249	42,912	309,161	10,575	319,736	210
Niagara Falls	Gazette	(e)	17,068	5,001	22,069	1,134	23,203	...
North Tonawanda	News	(e)	4,727	17	4,744	95	4,839	1
Nyack	Journal-News	(e)	1,724	3,715	5,439	104	5,543	...
Ogdensburg	Journal	(e)	2,639	2,311	4,950	315	5,265	104
Olean	Times-Herald	(e)	4,531	5,397	9,928	224	10,152	51
Oneida	Citizen-Register	(e)	2,794	768	3,562	83	3,645	1
Peekskill	Star	(e)	3,419	1,269	4,688	69	4,757	...
Plattsburg	Press	(m)	1,718	1,498	3,216	245	3,461	37
Port Chester	Item	(e)	4,087	2,353	6,440	142	6,582	...
Port Jervis	Union-Gazette	(e)	2,354	302	2,656	85	2,741	1
Poughkeepsie	Star & Enterprise	(e)	9,908	4,426	14,334	123	14,457	...
Rochester	Journal	(e)	34,032	11,058	45,090	3,210	48,300	30
	American	(S)	34,023	21,577	55,600	21,883	77,483	...
	Times-Union	(e)	46,572	22,866	69,438	3,580	73,018	51
	Democrat & Chronicle	(m)	42,897	28,227	71,124	6,996	78,120	5
	Total Daily	(me)	89,469	51,093	140,562	10,576	151,138	56
	Sunday edition	(S)	50,399	29,413	79,812	4,435	84,247	3
Saratoga Springs	Saratogian	(e)	3,746	5,027	8,773	515	9,288	17
Schenectady	Gazette	(m)	17,973	2,090	20,063	1,886	21,949	2
	Union-Star	(e)	18,097	1,494	19,591	1,337	20,928	1
Staten Island	Advance*	(e)	25,393	.....	.....	172	25,565	...
Syracuse	Herald	(e)	28,081	17,636	45,717	8,140	53,857	80
	Sunday edition	(S)	20,453	16,864	37,317	26,291	63,608	2
	Journal	(e)	34,009	19,636	53,645	10,516	64,161	32
	Sunday American	(S)	28,891	20,981	49,872	56,267	106,139	...
	Post-Standard	(m)	22,186	19,120	41,306	16,796	58,102	...
	Sunday edition	(S)	16,369	18,376	34,745	29,405	64,150	...
Tarrytown	News	(e)	2,793	206	2,999	93	3,092	3

(*Continued on page* 156)

POSITIONS
for
NEWSPAPER MEN

Those seeking positions should register with E & P PERSONNEL SERVICE, another EDITOR & PUBLISHER service.

1. **THREE 40-word "situation" ads in EDITOR & PUBLISHER.**
2. **A 3-month subscription, or extension, to EDITOR & PUBLISHER.**
3. **Registration with E & P Personnel Service for six months.**
4. **Preparation by us of 100 photo-litho bulletins about your qualifications and experience with your snapshot included thereon. These we send to newspapers needing a man of your abilities.**

DRAFT an ad now if you are seeking a newspaper connection, and send it to us with $5.00 check or money order, to cover all the above services. A registration blank will then be sent you. A reasonable additional percentage charge will be made when and if a position is secured through our services.

E & P PERSONNEL SERVICE

1700 Times Bldg., Times Square, New York

"1936" and 6 REASONS Why

The Post-Standard is the one newspaper that is more than ever a necessity in the Syracuse and Central New York market!

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THE POST-STANDARD

1.—is the ONLY newspaper that THOROLY covers the 14-county territory SOLD by Syracuse wholesalers.

2.—is growing STEADILY and SOUNDLY in both reader and advertiser acceptance "WITHOUT FORCING".

3.—has the unrivalled CONFIDENCE and RESPECT of its readers.

4.—has and holds PRESTIGE with advertisers who have given it the acid test of TIME.

5.—is able to offer EVERY FORM of newspaper advertising: black and white, run-of-paper color, gravure, color gravure and color comic.

6.—merchandises its advertising INTELLIGENTLY with the best interests of its advertisers always uppermost in mind.

•

THE POST-STANDARD

SYRACUSE, N. Y.

KELLY SMITH CO.
National Representatives
New York - Chicago - Boston - Philadelphia - Detroit - Atlanta

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 155)

NEW YORK—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Troy	Record	(m)	2,832	2,362	5,194	453	5,647	...
	Times-Record	(e)	20,315	4,060	24,375	1,023	25,398	...
	Total Daily	(me)	23,147	6,422	29,569	1,476	31,045	...
Utica	Press*	(m)	8,552	10,139	18,691	2,417	21,108	16
	Observer-Dispatch*	(e)	21,829	9,819	31,648	1,110	32,758	...
	Sunday edition*	(S)	14,353	8,097	22,450	1,291	23,741	...
Watertown	Times	(e)	8,183	19,879	28,062	2,348	30,410	1
White Plains	Reporter	(e)	6,426	1,899	8,325	109	8,434	...
Yonkers	Herald Statesman	(e)	22,701	1,579	24,280	2,358	26,638	11

NORTH CAROLINA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Asheville	Citizen	(m)	6,500	10,873	17,373	1,629	19,002	26
	Times	(e)	7,750	6,168	13,918	174	14,092	16
	Total Daily	(me)	14,250	17,041	31,291	1,803	33,094	42
	Citizen-Times	(S)	11,492	15,533	27,025	1,742	28,767	11
Charlotte	News	(e)	14,731	12,743	27,474	1,632	29,106	40
	Sunday edition	(S)	13,848	14,118	27,966	2,579	30,545	34
	Observer	(m	14,381	33,287	47,668	10,442	58,110	40
	Sunday edition	(S)	14,450	33,829	48,279	11,528	59,807	15
Durham	Herald	(m)	9,180	5,696	14,876	450	15,326	...
	Sun	(e)	8,120	1,526	9,646	298	9,944	...
	Total Daily	(me)	17,300	7,222	24,522	748	25,270	...
	Herald-Sun	(S)	9,414	5,814	15,228	456	15,684	...
Elizabeth City	Advance	(e)	1,813	3,338	5,151	62	5,213	...
Greensboro	News	(m)	10,011	19,487	29,498	14,272	43,770	47
	Record	(e)	8,312	2,399	10,711	769	11,480	5
	Total Daily	(me)	18,323	21,886	40,209	15,041	55,250	53
	Sunday News	(S)	10,730	19,548	30,278	14,176	44,454	15
Kingston	Free Press	(e)	2,203	1,846	4,049	118	4,167	...
Raleigh	News & Observer	(m)	6,977	15,469	22,446	27,662	50,108	57
	Sunday edition	(S)	7,245	14,344	21,589	25,603	47,192	40
	Times	(e)	5,249	8,647	13,896	1,451	15,347	...
Salisbury	Post	(e)	4,460	4,905	9,365	153	9,518	19
	Sunday edition	(S)	4,275	4,880	9,155	149	9,304	...
Wilmington	News	(x)	2,890	559	3,449	29	3,478	...
	Star	(m)	4,517	1,921	6,438	278	6,716	16
	Total Daily	(me)	7,407	2,480	9,887	307	10,194	16
	Star-News	(S)	6,793	1,948	8,741	268	9,009	15
Winston-Salem	Journal	(m)	15,510	5,721	21,231	869	22,100	9
	Twin City Sentinel	(e)	15,939	3,173	19,112	228	19,340	5
	Total Daily	(me)	31,449	8,894	40,343	1,097	41,440	14
	Sunday edition	(S)	15,705	6,423	22,128	966	23,094	4

NORTH DAKOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Bismarck	Tribune*	(e)	2,573	2,802	5,375	1,200	6,575	...
Fargo	Forum*	(m)	1,296	5,715	7,011	8,460	15,471	3
	Forum*	(e)	7,306	4,202	11,508	2,674	14,182	4
	Total Daily	(me)	8,602	9,917	18,519	11,134	29,653	7
	Sunday edition*	(S)	8,070	7,605	15,675	9,265	24,940	114
Grand Forks	Herald*	(m)	1,561	8,112	9,673	4,057	13,730	...
	Herald*	(e)	3,040	1,494	4,534	1,000	5,534	...
	Total Daily*	(me)	4,601	9,606	14,207	5,057	19,264	...
	Sunday edition*	(S)	4,486	9,581	14,067	5,009	19,076	...
Mandan	Pioneer	(e)	895	1,906	2,801	420	3,221	...

OHIO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Akron	Beacon-Journal	(e)	48,215	19,381	67,596	1,916	69,512	97
	Times-Press	(e)	28,460	13,808	42,268	1,381	43,649	1
	Sunday edition	(S)	37,860	15,732	53,592	946	54,538	...
Alliance	Review	(e)	6,123	3,897	10,020	579	10,599	8
Ashland	Times-Gazette	(e)	2,830	2,639	5,469	358	5,827	...
Ashtabula	Star-Beacon	(e)	5,744	4,492	10,236	238	10,474	69
Athens	Messenger	(e)	2,307	5,313	7,620	4,340	11,960	...
	Sunday edition	(S)	2,453	5,544	7,997	4,809	12,806	...
Bellefontaine	Examiner	(e)	2,505	2,721	5,226	171	5,397	...
Bowling Green	Sentinel-Tribune	(S)	1,514	3,022	4,536	387	4,923	...
Cambridge	Jeffersonian	(e)	3,514	6,748	10,262	873	11,135	...
Canton	Repository	(e)	25,630	16,281	41,911	1,154	43,065	21
	Sunday edition	(S)	24,419	15,268	39,687	2,115	41,802	...
Chillicothe	News-Advertiser	(e)	2,605	2,089	4,694	232	4,926	9
	Scioto Gazette	(e)	2,327	1,935	4,262	221	4,483	13
Cincinnati	Enquirer	(m)	66,222	9,310	75,532	17,654	93,186	381
	Sunday edition	(S)	137,927	15,272	153,199	24,482	177,681	285
	Post	(e)	115,281	15,680	130,961	32,297	163,258	53
	Times-Star	(e)	141,789	15,167	156,956	12,860	169,816	169
Cleveland	News	(e)	89,398	14,951	104,349	7,266	111,615	93
	Plain Dealer	(m)	109,926	34,430	144,356	51,946	196,302	147
	Sunday edition	(S)	198,827	72,549	271,376	107,189	378,565	79
	Press	(e)	170,042	20,024	190,066	7,681	197,747	43
Columbus	Citizen	(e)	46,972	22,537	69,509	10,697	80,206	395
	Dispatch	(e)	90,309	29,494	119,803	27,918	147,721	94
	Sunday edition	(S)	66,040	27,249	93,289	21,385	114,674	19
Coshocton	Tribune & Times-Age*	(e)	3,357	2,775	6,132	611	6,743	...
	Sunday edition*	(S)	3,326	2,785	6,111	609	6,720	...
Dayton	Herald	(e)	33,542	13,664	47,206	2,652	49,858	185
	Journal	(m)	14,670	7,260	21,930	1,938	23,868	205
	Sunday edition	(S)	33,424	17,807	51,231	5,383	56,614	51
	News	(e)	40,694	15,903	56,597	5,146	61,743	193
	Sunday edition	(S)	37,763	13,199	50,962	5,729	56,691	63
Delaware	Gazette*	(e)	1,948	1,012	2,960	257	3,217	864
East Liverpool	Review	(e)	7,193	4,210	11,403	484	11,887	110
Elyria	Chronicle-Telegram	(e)	5,733	3,597	9,330	729	10,059	...
Findlay	Republican-Courier	(m)	5,182	4,335	9,517	1,528	11,045	...
Fostoria	Review	(e)	1,783	329	2,112	111	2,223	...
Fremont	Messenger	(e)	2,621	2,476	5,097	190	5,287	116
	News	(e)	2,511	996	3,507	194	3,701	110
Hamilton	Journal-News	(e)	12,273	3,446	15,719	685	16,404	8
Ironton	Tribune	(e)	3,370	1,963	5,333	555	5,888	15
	Sunday edition	(S)	3,545	1,782	5,327	384	5,711	...
Lancaster	Eagle	(e)	3,330	3,472	6,802	135	6,937	...
	Gazette	(e)	2,759	4,076	6,835	177	7,012	...
Lima	News	(e)	11,704	9,836	21,540	436	21,976	88
	Sunday edition	(S)	11,648	10,983	22,631	533	23,164	99
Lorain	Journal & Times-Herald	(e)	8,073	4,445	12,518	474	12,992	...
Mansfield	News-Journal	(e)	10,643	7,022	17,665	1,105	18,770	...
Marietta	Times	(e)	3,823	4,039	7,862	829	8,691	12
Marion	Star*	(e)	7,664	7,288	14,952	437	15,389	175
Martins Ferry	Times*	(e)	4,030	5,575	9,605	257	9,862	...
Massillon	Independent	(e)	6,968	2,159	9,127	218	9,345	1
Middletown	Journal	(e)	8,125	1,285	9,410	535	9,945	...
	News-Journal	(S)	6,931	1,690	8,621	566	9,187	...
Mount Vernon	Republican-News & Banner*	(e)	3,124	2,658	5,782	338	6,120	8
Newark	Advocate & American-Tribune*	(e)	8,875	4,966	13,841	465	14,306	25
New Philadelphia	Times	(e)	3,224	4,641	7,865	462	8,327	...
Painesville	Telegraph	(e)	3,512	2,599	6,111	143	6,254	8
Portsmouth	Times	(e)	10,445	7,129	17,574	1,316	18,890	2
	Sunday edition	(S)	10,458	5,872	16,330	1,399	17,729	1
Ravenna	Record*	(e)	1,535	2,756	4,291	214	4,505	...
Salem	News	(e)	2,485	1,392	3,877	146	4,023	...
Sandusky	Register	(m)	1,927	3,972	5,899	1,340	7,239	...
	Star-Journal	(e)	3,538	1,292	4,830	330	5,160	...
	Total Daily	(me)	5,465	5,264	10,729	1,670	12,399	...
	Sunday Register	(S)	2,890	4,189	7,079	1,386	8,465	...
Springfield	News	(e)	15,316	1,252	16,568	256	16,824	1
	Sun	(m)	5,573	7,552	13,125	2,541	15,666	...
	Total Daily	(me)	20,889	8,804	29,693	2,797	32,490	1
	Sunday News-Sun	(S)	16,781	5,643	22,424	1,039	23,463	1
Steubenville	Herald-Star	(e)	12,306	7,613	19,919	556	20,475	...
Toledo	Blade	(e)	75,309	46,280	121,589	14,564	136,153	178
	News-Bee	(e)	39,999	20,812	60,811	5,381	66,192	82
Warren	Tribune Chronicle	(e)	9,217	4,089	13,306	217	13,523	...
Wooster	Record	(e)	2,928	5,350	8,278	1,126	9,404	47
Youngstown	Telegram	(e)	16,347	6,968	23,315	1,201	24,516	44
	Vindicator	(e)	28,102	9,228	37,330	2,174	39,504	55
	Sunday edition	(S)	27,164	10,206	37,370	1,815	39,185	...

(*Continued on page* 157)

3

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METROPOLITAN

TROY, N.Y.

in your advertising schedules . . . . . .

1. A REAL test market of 119,324 population.

2. Exclusive, blanket coverage through ONE medium, The Record Newspapers, ONLY Troy daily newspapers.

3. An unusually low rate of 10c A LINE FLAT. No other major New York State market can be so completely covered at so low a cost.

•

31,043 NET PAID CIRCULATION DAILY
(SEPT., 1935 A. B. C. AUDIT)

•

The Record Newspapers

THE TROY RECORD (MORNING) THE TIMES RECORD (EVENING)

ALL ADVERTISING HANDLED DIRECT

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 156)

OHIO—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Somerville	Times-Recorder	(m)	7,208	10,793	18,001	1,767	19,768	...
	Signal	(e)	5,508	2,285	7,793	122	7,915	...
	Total Daily	(me)	12,716	13,078	25,794	1,889	27,683	...

OKLAHOMA

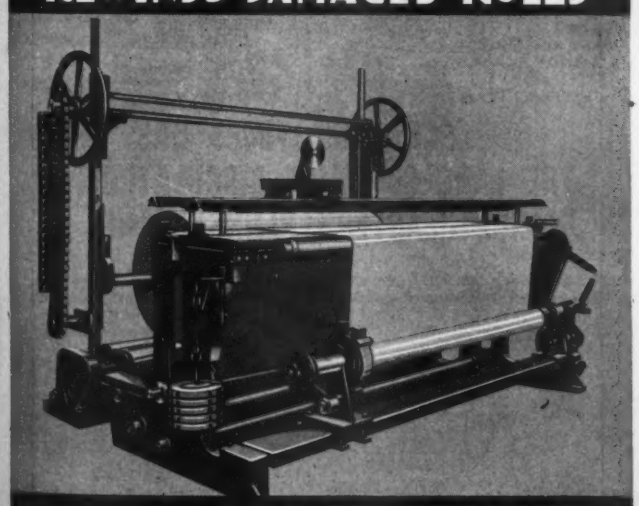
City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Ardmore	Ardmoreite*	(e)	2,675	4,143	6,818	626	7,444	8
	Sunday edition*	(s)	2,741	4,166	6,907	643	7,550	8
Bartlesville	Enterprise	(e)	2,738	1,691	4,429	636	5,065	11
	Examiner	(m)	2,552	2,696	5,248	304	5,552	10
	Sunday edition	(s)	2,685	2,703	5,388	303	5,691	10
Blackwell	Journal	(e)	1,795	4,256	6,051	204	6,255	1
	Sunday edition	(s)	1,791	4,273	6,064	205	6,269	1
	Tribune	(m)	1,469	3,981	5,450	1,781	7,231	...
	Sunday edition	(s)	1,460	3,988	5,448	1,785	7,233	...
Enid	Eagle	(e)	4,580	1,430	6,010	987	6,997	...
	News	(m)	3,215	6,257	9,472	2,769	12,241	...
	Total Daily	(me)	7,795	7,687	15,482	3,756	19,238	...
	Sunday Eagle	(s)	4,031	6,496	10,527	2,892	13,419	...
McAlester	News-Capital*	(e)	2,298	1,444	3,742	281	4,023	6
Miami	News-Record	(x)	3,605	1,308	4,913	606	5,519	...
	Sunday edition	(s)	3,625	1,319	4,944	618	5,562	...
Muskogee	Phoenix	(m)	5,445	4,158	9,603	1,624	11,227	...
	Times-Democrat	(e)	3,832	4,069	7,901	886	8,787	...
	Total Daily	(me)	9,277	8,227	17,504	2,510	20,014	...
	Sunday Phoenix	(s)	6,089	3,452	9,541	1,610	11,151	...
Oklahoma City	News	(e)	22,353	16,805	39,158	1,564	40,722	53
	Sunday edition	(s)	21,875	16,666	38,541	1,574	40,115	62
	Oklahoman	(m)	36,936	33,042	69,978	25,953	95,931	173
	Times	(e)	43,519	30,710	74,229	15,198	89,427	145
	Total Daily	(me)	80,455	63,752	144,207	41,151	185,358	318
	Sunday edition	(s)	42,739	39,796	82,535	30,938	113,473	221
Okmulgee	Times	(m)	3,593	4,583	8,176	451	8,627	...
	Times-Democrat	(s)	3,642	4,641	8,283	455	8,738	...
Ponca City	News	(e)	4,084	3,750	7,834	428	8,262	...
	Sunday edition	(s)	4,026	3,763	7,789	437	8,226	...
Tulsa	Tribune	(e)	28,413	18,827	47,240	9,478	56,718	71
	Sunday edition	(s)	28,977	18,161	47,138	10,482	57,620	46
	World	(m)	31,132	22,556	53,688	16,701	70,389	45
	Sunday edition	(s)	31,201	21,283	52,484	19,163	71,647	45

OREGON

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Albany	Democrat-Herald	(e)	1,366	1,785	3,151	191	3,342	...
Astoria	Astorian-Budget	(e)	2,040	1,303	3,343	180	3,523	...
Baker	Democrat-Herald	(e)	1,473	672	2,145	121	2,266	1
Eugene	Register-Guard	(e)	5,013	5,663	10,676	1,936	12,612	...
	Sunday edition	(s)	5,011	5,669	10,680	1,947	12,627	...
Klamath Falls	News	(m)	528	1,637	2,165	94	2,259	64
	Herald	(e)	3,339	106	3,445	97	3,542	31
	Total Daily	(me)	3,867	1,743	5,610	191	5,801	95
	Sunday News	(s)	551	1,660	2,211	94	2,305	64
Medford	Mail-Tribune	(e)	2,647	2,382	5,029	331	5,360	90
	Sunday edition	(s)	2,568	2,359	4,927	339	5,266	88
Pendleton	East Oregonian	(e)	1,727	898	2,625	577	3,202	...
Portland	Oregon Journal	(e)	57,996	21,540	79,536	28,576	108,112	306
	Sunday edition	(s)	50,091	19,807	69,898	37,119	107,017	82
	News-Telegram	(e)	40,098	15,146	55,244	16,779	72,023	206
	Oregonian	(m)	45,129	18,805	63,934	41,465	105,399	...
	Sunday edition	(s)	55,844	21,401	77,245	77,245	133,227	124
Salem	Capital Journal	(e)	4,891	4,310	9,201	520	9,721	...
	Oregon Statesman	(m)	3,697	3,483	7,180	534	7,714	1
	Sunday edition	(s)	3,890	3,529	7,419	537	7,956	1
The Dalles	Chronicle	(e)	1,741	497	2,238	85	2,323	...

(*Continued on page* 158)

KILLS CORE WASTE
RECLAIMS BUTT ROLLS
REWINDS DAMAGED ROLLS



CAMACHINE SPLICER
AND ROLL WINDER
for NEWSPAPER *and*
MAGAZINE PRESSROOMS
CAMERON MACHINE COMPANY
61 Poplar St. Brooklyn N.Y.

TULSA
THE BRIGHTEST SPOT
IN OKLAHOMA
IS GOING AHEAD

Bank Deposits in 1935 increased $21,000,000 over 1934

•

The recent price advance of Mid-Continent Crude Oil means an additional income of $1,500,000 *monthly* to *Oklahomans*

•

The Tulsa stockyards paid out $2,425,000 to farmers in the Magic Empire from Feb. 4 to Dec. 15, 1935

•

Tulsa's greatest residence building program since 1930 is now in progress

Don't overlook the importance of this rich market . . . . . .

The Tulsa World Consistently Publishing More Advertising Than Any Oklahoma Newspaper
MERITS A PLACE ON EVERY "A" SCHEDULE

THE
TULSA WORLD
OKLAHOMA'S GREATEST NEWSPAPER

Most Circulation - - - Most Advertising
Best Results

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 157)

PENNSYLVANIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Allentown	Call*	(m)	18,775	19,340	38,115	2,620	40 735	2
	Sunday edition*	(S)	19,336	11,791	31,127	1,282	32,409	...
	Chronicle & News*	(e)	13,582	4,929	18,511	262	18,773	518
Altoona	Mirror*	(e)	18,206	6,636	24,842	2,505	27,347	305
Bethlehem	Globe-Times	(e)	12,228	2,425	14,653	1,429	16,082	112
Bradford	Era	(m)	4,038	2,269	6,307	388	6,695	36
Carlisle	Sentinel	(e)	2,344	1,241	3,585	404	3,989	2
Chambersburg	Public Opinion	(e)	3,115	3,389	6,504	408	6,912	...
Chester	Times	(e)	12,312	8,760	21,072	968	22,040	...
Connellsville	Courier*	(e)	3,164	2,731	5,895	446	6,341	64
Easton	Express	(e)	18,887	12,572	31,459	1,648	33,107	17
East Stroudsburg	Sun	(m)	1,968	1,021	2,989	327	3,316	18
Erie	Dispatch-Herald	(e)	21,928	7,068	28,996	6,798	35,794	...
	Sunday edition	(S)	19,937	3,511	23,448	3,184	26,632	...
	Times	(e)	21,526	6,217	27,743	6,301	34,044	...
Greensburg	Review	(m)	2,278	1,929	4,207	191	4,398	...
	Tribune	(e)	2,592	2,082	4,674	82	4,756	...
	Total Daily	(me)	4,870	4,011	8,881	273	9,154	...
Greenville	Record-Argus*	(e)	1,747	1,850	3,597	267	3,864	...
Harrisburg	Patriot	(m)	9,483	3,834	13,317	2,032	15,349	...
	News	(e)	23,693	15,189	38,882	25,794	64,676	2
	Total Daily	(me)	33,176	19,023	52,199	27,826	80,025	2
	Telegraph	(m)	8,910	3,576	12,486	4,725	17,211	...
	Telegraph	(e)	17,948	7,953	25,901	12,742	38,643	5
Johnstown	Democrat	(m)	8,793	11,031	19,824	574	20,398	...
	Tribune	(e)	17,390	11,876	29,266	781	30,047	19
	Total Daily	(me)	26,183	22,907	49,090	1,355	50,445	19
Kittanning	Leader-Times*	(e)	3,428	2,659	6,087	315	6,402	1
Lancaster	Intelligencer-Journal	(m)	8,898	9,366	18,264	1,178	19,442	...
	New Era	(e)	19,137	10,014	29,151	878	30,029	...
	Total Daily	(me)	28,035	19,380	47,415	2,056	49,471	...
	Sunday News	(S)	12,635	7,088	19,723	1,387	21,110	...
Lansdale	North Penn Reporter	(e)	1,486	1,907	3,393	247	3,640	1
Lewistown	Sentinel	(e)	4,107	3,378	7,485	246	7,731	...
McKeesport	News*	(e)	11,774	6,627	18,401	331	18,732	12
Meadville	Tribune-Republican*	(m)	1,879	4,098	5,977	323	6,300	...
	Republican*	(e)	2,013	...	2,013	10	2,023	...
	Total Daily*	(me)	3,892	4,098	7,990	333	8,323	...
Mount Carmel	Item	(e)	3,658	879	4,537	215	4,752	...
New Castle	News	(e)	11,474	3,419	14,893	707	15,600	4
Norristown	Times-Herald	(e)	7,147	6,295	13,442	409	13,851	...
Oil City	Derrick	(m)	4,036	3,266	7,302	432	7,734	90
Philadelphia	Bulletin	(e)	346,103	138,046	484,149	28,135	512,284	438
	Inquirer	(m)	154,865	67,166	222,031	55,935	277,966	451
	Sunday edition	(S)	252,437	180,985	433,422	224,317	657,739	90
	Legal Intelligencer	(m)	907	19	926	27	953	...
	Public Ledger	(e)	132,465	51,622	184,087	7,757	191,844	330
	Record	(m)	130,415	49,590	180,005	41,922	221,927	212
	Sunday edition	(S)	141,787	89,544	231,331	99,504	330,835	110
Pittsburgh	Post-Gazette	(m)	102,123	53,987	156,110	49,926	206,036	354
	Press	(e)	117,229	34,381	151,610	15,916	167,526	150
	Sunday edition	(S)	119,046	62,817	181,863	89,064	270,927	64
	Sun-Telegraph	(e)	90,656	42,006	132,662	15,337	147,999	184
	Sunday edition	(S)	112,244	105,356	217,600	133,450	351,050	70
Pottstown	Herald	(m)	2,636	2,144	4,780	256	5,036	60
	Mercury & News	(m)	2,491	4,802	7,293	315	7,608	56
Pottsville	Morning Paper*	(m)	736	697	1,433	463	1,896	153
	Republican*	(e)	4,043	7,211	11,254	3,016	14,270	21
	Total Daily*	(me)	4,779	7,908	12,687	3,479	16,166	174
Reading	Eagle	(e)	25,544	17,856	43,400	3,852	47,252	...
	Sunday edition	(S)	19,872	9,447	29,319	985	30,304	...
	Times	(m)	20,460	11,918	32,378	3,936	36,314	...
Scranton	Republican*	(m)	16,202	16,434	32,636	2,271	34,907	168
	Scrantonian*	(S)	16,624	14,314	30,938	8,138	39,076	...
	Times*	(e)	28,703	20,495	49,198	1,271	50,469	127

(*Continued on page* 159)

FREE EMPLOYMENT ASSISTANCE

another EDITOR & PUBLISHER service

to

- **NEWSPAPERS**
- **MAGAZINES**
- **NEWS SERVICES**
- **FEATURE SYNDICATES**
- **ADVERTISING AGENCIES**
- **PUBLISHERS' REPRESENTATIVES and ALLIED ENTERPRISES**

Nationally Systematized — No Charge to Employer

Matters Handled Confidentially

E & P PERSONNEL SERVICE

1700 Times Bldg., Times Sq., New York

And Again, Today—As It Has For the Past Quarter of a Century—

The Scranton Times

Leads All Other Local Papers In Circulation and Advertising As Well As In News.

One of the best ways to judge the "pulling power" of any newspaper is to see the actual linage figures of that paper as well as those of its competitors on the various advertising classifications.

The Following Table Shows the Advertising Linage Carried By Scranton's Two Daily Papers During the Entire Year of 1935:

(*Note The Times' Lead in 16 Major Classifications*)

	Times	Second Paper
Amusements	364,119	285,033
Automobiles	615,020	250,859
Cigars and Tobacco	246,162	174,664
Women's Cloaks and Suits	358,694	132,489
Men's Clothing	453,390	44,842
Department Stores	2,176,909	1,126,132
Drugs	348,285	52,227
Food	969,668	571,347
Furniture	832,111	700,609
Hardware	84,945	21,168
Jewelry	407,288	88,452
Liquor and Beer	369,033	156,751
Men's Furnishings	127,988	37,639
Optical	66,584	15,953
Radio	159,845	80,535
Shoes and Hosiery	336,609	116,739
All Other Advertising	1,755,505	1,718,466
Total Lines	9,672,155	5,573,905

THE SCRANTON TIMES HAS THE LARGEST DAILY CIRCULATION IN NORTHEASTERN PENNSYLVANIA

and a greater circulation by several thousand than all other daily papers printed or sold in Scranton and Lackawanna County combined, including all the New York and Philadelphia papers coming into the territory. Every subscriber reading The Times buys it for its news, editorial, educational or advertising value alone, as The Times has never conducted a circulation contest, premium scheme or gift enterprise of any description.

Net Paid Circulation 52,000 Copies Daily

First In News—First In Circulation
First In Advertising

The Scranton Times

Scranton, Pa.

H. D. LA COSTE, *Special Representative*

45 W. 34th Street, New York — *540 N. Michigan Ave., Chicago*

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 158)

PENNSYLVANIA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Sharon	Herald**	(e)	2,930	3,931	6,861	167	7,028	...
	** Period April 1st to May 12th, 1935.							
	Herald**	(e)	6,263	7,956	14,219	250	14,469	...
	** Period May 13th to September 30th, 1935.							
	News-Telegraph**	(e)	3,262	3,987	7,249	74	7,323	...
	** Period April 1st to May 12th, 1935.							
Shamokin-burg	Record	(e)	1,966	1,375	3,341	352	3,693	3
Sunbury	Item	(e)	2,526	3,732	6,258	754	7,012	...
Washington	Observer	(m)	1,577	7,988	9,565	366	9,931	14
	Reporter	(e)	5,789	427	6,216	173	6,389	...
	Total Daily	(me)	7,366	8,415	15,781	539	16,320	14
West Chester	Local News	(e)	3,088	4,139	7,227	2,967	10,194	...
Wilkes-Barre	Record	(m)	13,881	13,220	27,101	2,474	29,575	138
	Times-Leader	(e)	13,050	14,964	28,014	1,026	29,040	58
Williamsport	Gazette & Bulletin	(m)	1,611	3,574	5,185	523	5,708	1
	Sun	(e)	13,924	5,187	19,111	569	19,680	9
	Total Daily	(me)	15,535	8,761	24,296	1,092	25,388	10

RHODE ISLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Pawtucket	Times	(e)	22,357	6,742	29,099	764	29,863	2
Providence	Bulletin	(e)	69,558	21,678	91,236	3,070	94,306	24
	Journal	(m)	23,569	16,307	39,876	3,822	43,698	8
	Sunday edition	(S)	51,301	36,804	88,105	5,986	94,091	10
	News-Tribune	(e)	18,285	6,635	24,920	1,221	26,141	...
Westerly	Sun	(e)	3,147	1,841	4,988	235	5,223	24
	Sunday edition	(S)	2,990	1,964	4,954	234	5,188	8
West Warwick	Pawtuxet Valley Times	(e)	3,208	976	4,184	104	4,288	2
Woonsocket	Call*	(e)	10,325	5,682	16,007	443	16,450	...

SOUTH CAROLINA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Anderson	Independent-Tribune	(m)	2,008	2,289	4,297	786	5,083	...
	Mail	(e)	2,117	1,428	3,545	79	3,624	...
	Total Daily	(me)	4,125	3,717	7,842	865	8,707	...
	Ind.-Tribune	(S)	2,386	1,267	3,653	727	4,380	...
Charleston	News & Courier	(m)	4,694	7,221	11,915	6,907	18,822	...
	Post	(e)	10,073	2,433	12,506	311	12,817	...
	Total Daily	(me)	14,767	9,654	24,421	7,218	31,639	...
	News & Courier	(S)	9,980	7,947	17,927	7,272	25,199	...
Columbia	Records	(e)	10,423	6,405	16,828	3,799	20,627	18
	State	(m)	9,218	9,980	19,198	10,028	29,226	55
	Sunday edition	(S)	9,730	9,625	19,355	10,528	29,883	44
Greenville	News	(m)	9,558	16,308	25,866	6,114	31,980	...
	Piedmont	(e)	8,491	3,988	12,479	254	12,733	...
	Total Daily	(me)	18,049	20,296	38,345	6,368	44,713	...
	News	(S)	10,006	15,620	25,626	6,138	31,764	...
Spartanburg	Herald	(m)	3,332	8,884	12,216	311	12,527	...
	Journal	(e)	4,292	1,570	5,863	32	5,895	...
	Total Daily	(me)	7,625	10,454	18,079	343	18,422	...
	Herald	(S)	6,116	10,951	17,067	350	17,417	...

SOUTH DAKOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Aberdeen	American	(m)	884	5,486	6,370	1,207	7,577	25
	News	(e)	2,963	1,114	4,007	530	4,607	3
	Total Daily	(me)	3,847	6,600	10,447	1,737	12,184	28
	Sunday edition	(S)	3,094	6,492	9,586	1,723	11,309	29
Huron	Huronite	(e)	2,650	5,430	8,080	573	8,653	...
Mitchell	Republic	(e)	2,197	7,063	9,260	2,101	11,361	9
Rapid City	Journal	(e)	2,905	3,574	6,479	168	6,647	...
Sioux Falls	Argus-Leader	(e)	9,168	19,928	29,096	10,852	39,948	18
	Sunday edition	(S)	8,535	5,740	14,275	3,754	18,029	2
Watertown	Public Opinion	(e)	2,215	4,187	6,402	712	7,114	7

TENNESSEE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Chattanooga	News	(e)	23,749	9,146	32,895	2,838	35,733	21
	Times	(m)	22,850	12,244	35,094	4,989	40,083	222
	Sunday edition	(S)	23,342	8,347	31,689	4,603	36,292	219
Clarksville	Leaf-Chronicle	(e)	1,055	2,259	3,314	275	3,589	4
Johnson City	Chronicle	(m)	748	1,459	2,207	1,439	3,646	...
	Press	(e)	3,447	3,575	7,022	2,301	9,323	...
	Total Daily	(me)	4,195	5,034	9,229	3,740	12,969	...
	Sunday edition	(S)	3,976	5,185	9,161	4,126	13,287	...
Kingsport	Times*	(e)	2,334	1,971	4,305	148	4,453	...
	Sunday edition*	(S)	2,429	2,148	4,577	147	4,724	...
Knoxville	Journal	(m)	16,006	26,994	43,000	5,797	48,797	21
	Sunday edition	(S)	17,877	21,812	39,689	5,331	45,020	21
	News-Sentinel	(S)	20,898	13,273	34,171	9,806	43,977	...
	Sunday edition	(S)	21,002	16,893	37,895	10,874	48,769	...
Memphis	Commercial Appeal	(m)	46,183	29,598	75,781	43,977	119,758	9
	Sunday edition	(S)	51,714	31,837	83,551	52,436	135,987	...
	Press-Scimitar	(e)	42,621	20,165	62,786	20,883	83,669	20
Nashville	Banner	(e)	28,686	36,117	64,803	8,457	73,260	45
	Sunday edition	(S)	33,486	35,572	69,058	11,086	80,144	15
	Tennessean	(m)	29,882	34,338	64,220	7,971	72,191	88
	Tennessean	(e)	28,215	14,009	42,224	1,009	43,233	...
	Total Daily	(me)	58,097	48,347	106,444	8,980	115,424	88
	Sunday edition	(S)	34,222	30,899	65,121	6,935	72,056	67

(*Continued on page* 160)

N.Y. World Telegram • Utica Observer Dispatch • Youngstown Telegram
Rochester Times Union • Beaumont Enterprise Journal • Beacon News

JAMES WILLIAM THOMAS
Newspaper Architecture & Engineering
Standard Bank Building Cleveland Ohio

Brooklyn Eagle • Akron Times Press • Royal Oak Tribune • Houston Press
Cleveland Press • Newark Advertiser • Pittsburgh Press • Greenwich Post

An ERROR

It is an *error* to believe that ANY outside paper gives *adequate* advertising coverage of Pawtucket, Rhode Island.

PROOF

Conclusive proof that no other medium covers this territory is evidenced in these three pertinent facts.

(1) Providence advertisers, only four miles away, have used an average of One Million Lines yearly during the past two years in The Pawtucket Times.

(2) 234 National Advertisers used 1,025,651 lines in The Pawtucket Times during 1935.

(3) The Pawtucket Times carries *MORE* Providence retail advertising than any other Rhode Island daily newspaper excepting the Providence Bulletin.

CHECK

No duplication . . . Consult your A. B. C. Audit Reports, and you will find that the neighboring newspapers—very fine papers at that—have just a handful of circulation in Pawtucket.

SPEND

Convince yourself or your client;—spend a reasonable portion of your 1936 appropriation in THE PAWTUCKET TIMES and you will be assured of adequate representation in a responsive market covered by no other newspaper.

The Pawtucket Times
Rhode Island's second largest afternoon paper

The *ONLY* newspaper covering Rhode Island's second largest market

The Twin Cities of Pawtucket and Central Falls (103,047 pop.) and recognized Suburban trading territory in R. I. and nearby Mass. (160,000 pop.)

Daily Average Paid Circulation 30,524 For December 1935

The Pawtucket Times

GILMAN, NICOLL & RUTHMAN, *National Representatives*
NEW YORK PHILADELPHIA BOSTON CHICAGO
DETROIT SAN FRANCISCO SEATTLE

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 159)

TEXAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Amarillo	News	(m)	6,118	13,718	19,836	1,127	20,963	16
	Globe	(e)	7,854	1,329	9,183	55	9,238	9
	Total Daily	(me)	13,972	15,047	29,019	1,182	30,201	25
	News-Globe	(S)	9,767	15,718	25,485	1,353	26,838	13
Austin	American	(m)	7,505	6,235	13,740	796	14,536	8
	Statesman	(e)	8,860	3,286	12,146	1,010	13,156	15
	Total Daily	(me)	16,365	9,521	25,886	1,806	27,692	23
	American-Statesman	(S)	13,626	8,052	21,678	1,824	23,502	22
Beaumont	Enterprise	(m)	9,642	9,975	19,617	5,374	24,991	...
	Journal	(e)	10,246	5,856	16,102	1,541	17,643	...
	Total Daily	(me)	19,888	15,831	35,719	6,915	42,634	...
	Enterprise	(S)	11,521	13,545	25,066	7,171	32,237	...
Brownsville	Herald	(e)	2,179	5,093	7,272	152	7,424	1
	Sunday edition	(S)	2,873	6,978	9,851	184	10,035	39
Corpus Christi	Caller*	(m)	3,921	2,399	6,320	221	6,541	27
	Times*	(x)	3,659	1,108	4,767	33	4,800	...
	Total Daily*	(me)	7,580	3,507	11,087	254	11,341	27
	Caller-Times*	(S)	5,221	3,188	8,409	271	8,680	27
Dallas	Dispatch	(e)	30,049	9,393	39,442	5,018	44,460	45
	Sunday edition	(S)	28,601	9,411	38,012	5,027	43,039	12
	Journal	(e)	30,312	11,868	42,180	4,672	46,852	49
	News	(m)	40,553	24,492	65,045	22,228	87,273	633
	Sunday edition	(S)	41,063	25,973	67,036	28,644	95,680	659
	Times-Herald	(e)	46,258	17,453	63,711	3,218	66,929	75
	Sunday edition	(S)	44,864	18,256	63,120	3,878	66,998	...
Denton	Record-Chronicle*	(e)	1,466	580	2,046	147	2,193	...
El Paso	Herald-Post	(e)	15,563	10,715	26,278	307	26,585	...
	Times	(m)	13,026	8,650	21,676	252	21,928	15
	Sunday edition	(S)	12,892	8,940	21,832	303	22,135	...
Fort Worth	Press	(e)	25,572	11,322	36,894	2,599	39,493	56
	Star-Telegram	(m)	23,278	11,845	35,123	57,436	92,559	166
	Star-Telegram	(e)	38,001	15,893	53,894	14,464	68,358	107
	Total Daily	(me)	61,279	27,738	89,017	71,900	160,917	273
	Sunday edition	(S)	32,304	14,640	46,944	61,508	108,452	160
Galveston	News	(m)	6,713	1,144	7,857	776	8,633	40
	Tribune	(e)	7,942	423	8,365	102	8,467	6
	Total Daily	(me)	14,655	1,567	16,222	878	17,100	46
Henderson	News	(S)	10,223	1,438	11,661	817	12,478	39
	News	(e)	1,526	3,306	4,832	107	4,939	...
Houston	Sunday edition	(S)	1,531	3,301	4,832	107	4,939	...
	Chronicle	(e)	47,840	22,244	70,084	26,736	96,820	83
	Sunday edition	(S)	50,110	21,896	72,006	29,002	101,008	64
	Post	(m)	40,621	24,008	64,629	15,465	80,094	76
	Sunday edition	(S)	46,153	24,814	70,967	18,762	89,729	70
Port Arthur	Press	(e)	39,312	4,121	43,433	5,155	48,588	83
	News	(e)	8,380	.....	.....	936	9,316	...
San Antonio	Sunday edition	(S)	9,092	.....	.....	1,111	10,203	...
	Express*	(m)	18,153	.....	.....	19,910	38,063	13
	News*	(e)	29,438	.....	.....	15,440	44,878	...
	Express*	(S)	32,314	.....	.....	32,912	65,226	280
	Light*	(e)	34,744	.....	.....	17,992	52,736	139
	Sunday edition*	(S)	50,455	.....	.....	34,838	85,293	...
Sherman	Democrat*	(e)	2,733	4,240	6,973	227	7,200	...
	Sunday edition*	(S)	2,806	4,343	7,149	227	7,376	...
Temple	Telegram	(m)	2,500	6,758	9,258	777	10,035	...
	Sunday edition	(S)	2,734	6,947	9,681	798	10,479	...
Waco	News-Tribune	(m)	5,171	.....	.....	10,952	16,123	...
	Times-Herald	(x)	6,540	.....	.....	7,860	14,400	...
	Saturday edition	(y)	6,514	.....	.....	5,797	12,311	...
	Total Daily	(me)	11,711	.....	.....	18,812	30,523	...
	Tribune-Herald	(S)	12,110	.....	.....	18,414	30,524	...

TEXAS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Wichita Falls	Record-News	(m)	4,674	7,452	12,126	3,534	15,660	...
	Times	(e)	7,478	5,014	12,492	1,818	14,310	...
	Total Daily	(me)	12,152	12,466	24,618	5,352	29,970	...
	Times	(S)	10,182	13,359	23,541	5,612	29,153	...

UTAH

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Ogden	Standard-Examiner*	(e)	7,756	2,707	10,463	1,209	11,672	...
	Sunday edition*	(S)	8,099	2,861	10,960	1,321	12,281	...
Salt Lake City	Deseret News*	(e)	12,531	6,841	19,372	17,363	36,735	[illegible]
	Tribune*	(m)	17,922	6,439	24,361	25,950	50,311	[illegible]
	Telegram*	(e)	15,445	3,633	19,078	2,556	21,634	...
	Total Daily*	(me)	33,367	10,072	43,439	28,506	71,945	[illegible]
	Tribune*	(S)	30,849	10,665	41,514	32,494	74,008	[illegible]

VERMONT

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Barre	Times	(e)	2,584	3,338	5,922	725	6,647	[illegible]
Burlington	Free Press	(m)	4,216	10,100	14,316	2,662	16,978	[illegible]
	News	(e)	3,105	1,462	4,567	220	4,787	[illegible]
Rutland	Herald	(m)	3,552	8,740	12,292	1,616	13,908	[illegible]

VIRGINIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Alexandria	Gazette*	(e)	3,064	576	3,640	108	3,748	...
Bristol	Herald-Courier*	(m)	3,118	3,676	6,794	3,662	10,456	...
	News-Bulletin*	(e)	2,017	110	2,127	55	2,182	...
	Total Daily*	(me)	5,135	3,786	8,921	3,717	12,638	...
	Herald-Courier*	(S)	4,451	4,286	8,737	4,095	12,832	...
Clifton Forge	Review	(e)	1,125	265	1,390	161	1,551	[illegible]
Danville	Register	(m)	4,887	4,176	9,063	233	9,296	...
	Bee	(e)	7,386	2,763	10,149	227	10,376	...
	Total Daily	(me)	12,273	6,939	19,212	460	19,672	...
	Register	(S)	5,400	4,365	9,765	263	10,028	...
Harrisonburg	News-Record*	(m)	1,221	4,822	6,043	588	6,631	[illegible]
Lynchburg	News*	(m)	3,240	4,433	7,673	1,712	9,385	[illegible]
	Advance*	(e)	6,740	1,190	7,930	72	8,002	[illegible]
	Total Daily*	(me)	9,980	5,623	15,603	1,784	17,387	[illegible]
	Sunday News*	(S)	3,981	4,920	8,901	1,758	10,659	...
Newport News	Press	(m)	2,105	4,634	6,739	151	6,890	[illegible]
	Times-Herald	(e)	6,017	2,967	8,984	41	9,025	[illegible]
	Total Daily	(me)	8,122	7,601	15,723	192	15,915	[illegible]
	Sunday Press	(S)	3,817	6,341	10,158	161	10,319	[illegible]
Norfolk	Ledger-Dispatch	(e)	25,301	4,801	30,102	10,318	40,420	...
	Virginian-Pilot	(m)	27,688	7,178	34,866	5,073	39,939	[illegible]
	Sunday edition	(S)	28,873	6,996	35,869	4,393	40,262	[illegible]
Richmond	News-Leader	(e)	48,951	9,646	58,597	17,524	76,121	[illegible]
	Times-Dispatch	(m)	37,490	11,587	49,077	24,940	74,017	[illegible]
	Sunday edition	(S)	38,669	11,712	50,381	25,453	75,834	[illegible]
Roanoke	Times*	(m)	5,197	9,715	14,912	8,117	23,029	[illegible]
	World-News*	(e)	14,357	2,939	17,296	433	17,729	[illegible]
	Total Daily*	(me)	19,554	12,654	32,208	8,550	40,758	[illegible]
	Sunday Times*	(S)	10,563	10,716	21,297	8,345	29,624	[illegible]
Staunton	News-Leader*	(m)	744	3,745	4,489	463	4,952	...
	Leader*	(e)	2,569	309	2,878	82	2,960	...
	Total Daily*	(me)	3,313	4,054	7,367	545	7,912	...
	News-Leader*	(S)	1,335	3,778	5,113	464	5,577	...
Winchester	Star*	(e)	2,130	2,051	4,181	504	4,685	...

WASHINGTON

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Bremerton	News-Searchlight	(e)	3,401	575	3,976	166	4,142	[illegible]
Port Angeles	News	(e)	1,962	562	2,524	115	2,639	[illegible]
Seattle	Post-Intelligencer	(m)	51,305	18,433	69,738	35,170	104,908	[illegible]
	Sunday edition	(S)	59,095	25,322	84,417	118,141	202,558	[illegible]
	Star	(e)	51,539	14,777	66,316	15,725	82,041	[illegible]
	Times	(e)	69,354	14,358	83,712	15,866	99,578	[illegible]
	Sunday edition	(S)	65,187	17,175	82,362	34,901	117,263	[illegible]

(*Continued on page* 161)

FIRST in SAN ANTONIO

SAN ANTONIO LIGHT

AN INDEPENDENT NEWSPAPER

RETAIL DISPLAY
GENERAL DISPLAY
TOTAL DISPLAY

TOTAL ADVERTISING
YEAR 1935
Media Records, Inc.

DAILY

	Retail	General
LIGHT	3,437,957*	1,109,034
News	3,255,318	923,204
Express	776,101	655,100

DAILY AND SUNDAY

	Retail	General
LIGHT	4,963,776	1,229,356*
News	3,255,318	923,204
Express	1,925,057	787,940

*Not including American Weekly linage.

FIRST in City Circulation, Daily and Sunday
FIRST in Total Circulation, Daily and Sunday

PAUL BLOCK and ASSOCIATES
National Advertising Representatives
New York, Boston, Chicago, Philadelphia, Detroit, Cincinnati, Los Angeles, San Francisco

73%
USED
THE HOUSTON CHRONICLE
EXCLUSIVELY

938 National advertisers used space in Houston newspapers during 1935.
555 or 59% used only one newspaper.
404 or 73% of this number used The Chronicle EXCLUSIVELY.
120 or 22% used The Post exclusively.
31 or 5% used The Press exclusively.
These figures are Conclusive Proof you can do a good job in this market by using ONLY The Chronicle.

73% Can't Be Wrong

The Houston Chronicle
LARGEST DAILY IN TEXAS—LOWEST MILLINE RATE
LEADS THE STATE IN NATIONAL ADVERTISING

R. W. McCARTHY
Manager National Advertising

THE BRANHAM COMPANY
National Representatives

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 160)

WASHINGTON—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Spokane	Chronicle	(e)	24,633	17,645	42,278	1,816	44,094	137
	Press	(e)	11,476	9,033	20,509	1,292	21,801	144
	Spokesman-Review	(m)	16,838	23,101	39,939	8,716	48,655	227
	Sunday edition	(S)	25,403	24,889	50,292	9,688	59,980	176
Tacoma	Ledger	(m)	8,362	4,452	12,814	1,463	14,277	60
	Sunday edition	(S)	17,172	7,828	25,000	1,617	26,617	30
	News-Tribune	(e)	17,560	9,916	27,476	3,517	30,993	25
	Times	(e)	20,412	8,767	29,179	1,005	30,184	16
Walla Walla	Union*	(m)	1,734	2,731	4,465	1,134	5,599	...
	Bulletin*	(e)	3,491	3,229	6,720	681	7,401	...
	Union-Bulletin*	(S)	4,798	5,883	10,681	1,802	12,483	39
Wenatchee	World*	(e)	3,439	6,097	9,536	1,157	10,693	7

WEST VIRGINIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Beckley	Post-Herald*	(m)	1,389	2,683	4,072	421	4,493	...
	Raleigh Register*	(x)	1,906	3,382	5,288	117	5,404	...
	Total Daily*	(me)	3,295	6,065	9,360	538	9,898	...
	Register*	(S)	3,117	6,420	9,537	468	10,005	115
Bluefield	Telegraph*	(m)	3,421	7,942	11,363	692	12,055	...
	Sunset-News & Times-Leader*	(e)	1,199	247	1,446	15	1,461	...
	Total Daily*	(me)	4,620	8,189	12,809	707	13,516	...
	Telegraph*	(S)	4,617	11,990	16,607	1,003	17,610	...
Charleston	Gazette*	(m)	12,604	20,791	33,395	7,872	41,267	201
	Sunday edition*	(S)	13,715	24,178	37,893	9,663	47,556	161
	Mail*	(e)	12,202	10,730	22,932	1,522	24,454	...
	Sunday edition*	(S)	12,283	12,282	24,565	1,926	26,491	...
Clarksburg	Exponent	(m)	3,328	6,146	9,474	4,328	13,802	...
	Telegram	(e)	6,330	7,202	13,532	2,449	15,981	13
	Total Daily	(me)	9,658	13,348	23,006	6,777	29,783	13
	Exponent-Telegram	(S)	7,795	13,301	21,096	9,351	30,447	...
Fairmont	Times	(m)	2,207	1,922	4,129	364	4,493	...
	West Virginian	(e)	3,314	1,917	5,231	142	5,373	...
	Total Daily	(me)	5,521	3,839	9,360	506	9,866	...
	Times-West Virginian	(S)	5,296	3,656	8,952	463	9,415	...
Huntington	Herald-Dispatch*	(m)	7,821	3,821	11,642	1,697	13,339	...
	Advertiser*	(e)	11,710	1,992	13,702	174	13,876	...
	Total Daily*	(me)	19,531	5,813	25,344	1,871	27,215	...
	Herald-Advertiser*	(S)	14,944	5,371	20,315	1,933	22,248	...
Martinsburg	Journal	(e)	2,926	2,135	5,061	340	5,401	39
Morgantown	Dominion-News	(m)	2,531	3,189	5,720	393	6,112	...
	Post	(e)	3,494	2,352	5,846	231	6,077	...
	Total Daily	(me)	6,025	5,541	11,566	624	12,190	...
Parkersburg	News	(m)	2,820	2,331	5,151	553	5,704	...
	Sunday edition	(S)	4,769	2,737	7,506	645	8,151	...
	Sentinel	(e)	7,577	3,846	11,423	413	11,836	5
Wheeling	Intelligencer*	(m)	4,255	5,353	9,608	3,546	13,144	...
	News**	(e)	12,555	3,581	16,136	377	16,513	...
			** Period July 1st to August 27th, 1935.					
	News**	(e)	13,027	3,719	16,746	586	17,332	...
			** Period August 28th to September 30th, 1935.					
	Register**	(m)	3,189	1,672	4,861	1,372	6,233	...
			** Period July 1st to August 27th, 1935.					
	News-Register**	(S)	12,158	8,484	20,642	1,178	21,820	...
			** Period July 1st to September 30th, 1935.					

WISCONSIN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Appleton	Post-Crescent	(e)	6,625	8,796	15,421	337	15,758	...
Beloit	News	(e)	6,069	3,267	9,336	336	9,672	10
Chippewa Falls	Herald-Telegram	(e)	1,640	2,837	4,477	367	4,844	20

(*Continued on page* 162)

11,065,517

LINES OF PAID ADVERTISING IN 1935

*1,211,981

LINES MORE THAN IN 1934

5,901,686 lines of local advertising, which is **485,240** lines more than in 1934.

1,814,843 lines of national advertising, which is **162,885** lines more than in 1934.

3,348,988 lines of classified advertising, which is **563,856** lines more than in 1934.

Again THE EXPRESS and THE EVENING NEWS have achieved a gain of almost 1¼ million lines of paid advertising, as compared with the preceding year. 1934 also showed a considerable gain over 1933.

These two newspapers strictly censor all proffered advertising matter that does not come up to their consistently high standards.

They adhere to their rate-card. They give no free advertising space. They print no free circulars. Their advertising lineage is paid for.

The Express and The Evening News are separate and distinct newspapers. Each has its own staff. Each renders its own distinctive service to its readers and advertisers.

These two newspapers afford the advertiser complete coverage of the San Antonio market, which embraces the highly productive regions of South and West Texas. They are read in the homes of families that have buying-power.

*DeLisser credits a gain of 1,254,916 lines over 1934.

San Antonio Express.

Every Morning and Sunday

SAN ANTONIO EVENING NEWS

Every Evening ~ Except Sunday

Texas' Foremost Newspapers

The John Budd Company, National Advertising Representative

NEW YORK CHICAGO ST. LOUIS ATLANTA DALLAS
SAN FRANCISCO LOS ANGELES PORTLAND, ORE.

★ ★ ★ ★ ★

The Times Herald—FIRST in Dallas

Again~ in 1935

The Dallas Times Herald is FIRST!

★ ★ ★ ★ ★

First

—in the Entire South in LOCAL Advertising lineage.

First

—in Texas in TOTAL Advertising lineage.

First

—in Dallas in city circulation.

First

—in home delivered circulation—more daily city carrier circulation than any other Dallas newspaper.

★ ★ ★ ★ ★

Color

—is available for advertisers to reproduce advertising in black and three colors, in our Sunday Comic Section; and black and one color in our regular sections.

Service

The Dallas Times Herald is the only afternoon newspaper in Dallas that is a member of the Associated Press, and its daily Wire-photo Service.

The Times Herald—FIRST in Dallas

Dallas Times Herald

Represented in the National Field by

THE BRANHAM COMPANY

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 161)

WISCONSIN—Continued

City	Paper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Eau Claire	Leader	(m)	1,898	7,110	9,008	565	9,573	...
	Telegram	(e)	4,458	142	4,600	104	4,704	1
	Total Daily	(me)	6,356	7,252	13,608	669	14,277	1
	Leader	(S)	1,924	7,158	9,082	564	9,646	...
Fond du Lac	Commonwealth Reporter	(e)	5,579	6,496	12,075	611	12,686	3
Green Bay	Press-Gazette	(e)	10,264	7,640	17,904	997	18,901	4
Janesville	Gazette	(e)	5,726	8,281	14,007	219	14,226	1
Kenosha	News	(e)	9,453	1,284	10,737	526	11,263	3
La Crosse	Tribune & Leader-Press	(e)	7,583	4,722	12,305	514	12,819	4
	Sunday edition	(S)	6,664	4,675	11,339	514	11,853	1
Madison	Capital-Times*	(e)	10,497	12,161	22,658	4,061	26,719	...
	Sunday edition*	(S)	9,424	12,207	21,631	4,051	25,682	...
	Wisconsin State Journal*	(e)	11,837	9,833	21,670	2,390	24,060	...
	Sunday edition*	(S)	11,055	9,834	20,889	2,397	23,286	...
Manitowoc	Herald-Times	(e)	4,732	5,230	9,962	344	10,306	...
Marinette	Eagle-Star	(e)	2,719	2,538	5,257	168	5,425	81
Milwaukee	Journal	(e)	107,805	27,466	135,271	34,650	169,921	...
	Sunday edition	(S)	100,232	35,227	135,459	64,082	199,542	...
	Wisconsin News	(e)	65,763	13,925	79,688	19,410	99,098	32
	Sentinel	(m)	41,653	23,259	64,912	41,653	106,565	230
	Sunday edition	(S)	66,353	34,134	100,487	78,087	178,574	181
Oshkosh	Northwestern	(e)	9,766	3,782	13,548	469	14,017	...
Racine	Journal-Times	(e)	13,281	2,817	16,098	360	16,458	...
Sheboygan	Press	(e)	8,570	7,582	16,152	854	17,006	10
Superior	Telegram	(e)	7,767	8,646	16,413	4,472	20,885	55
Wausau	Record-Herald	(e)	5,798	3,453	9,251	219	9,470	...

WYOMING

City	Paper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Casper	Tribune-Herald	(e)	4,622	2,222	6,844	683	7,527	...
	Sunday edition	(S)	4,660	2,260	6,920	704	7,624	...
Cheyenne	Tribune-Leader	(e)	4,106	2,249	6,355	2,412	8,767	...
Sheridan	Press	(x)	2,316	2,013	4,329	1,130	5,459	4
	Sunday edition	(S)	2,469	2,032	4,501	1,158	5,659	3

DOMINION OF CANADA

ALBERTA

City	Paper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Calgary	Albertan*	(m)	3,763	3,828	7,591	1,151	8,742	13
	Herald*	(e)	17,254	11,334	28,588	828	29,416	...
Edmonton	Bulletin*	(e)	9,854	10,152	20,006	2,135	22,141	22
	Journal*	(e)	17,266	18,010	35,276	989	36,265	...
Lethbridge	Herald*	(e)	2,738	3,826	6,564	377	6,941	132
Medicine Hat	News	(e)	1,346	154	1,500	65	1,565	47

BRITISH COLUMBIA

City	Paper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Nelson	News	(m)	1,236	3,608	4,844	166	5,010	4
Prince Rupert	News	(e)	850	549	1,399	82	1,481	...
Vancouver	Province	(e)	47,345	9,768	57,113	24,122	81,235	226
	Sun	(e)	40,347	8,089	48,436	19,133	67,569	197
Victoria	Colonist	(m)	6,215	2,707	8,922	1,425	10,347	17
	Sunday edition	(S)	9,662	2,815	12,477	1,579	14,056	33
	Times	(x)	7,651	2,352	10,003	498	10,501	17
	Saturday edition	(y)	9,595	2,441	12,036	523	12,559	27

MANITOBA

City	Paper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Winnipeg	Free Press	(m)	6,213	239	6,452	11,037	17,489	79
	Free Press	(e)	29,797	2,363	32,160	10,909	43,069	176
	Total Daily	(me)	36,010	2,602	38,612	21,946	60,558	255
	Tribune	(s)	21,924	1,438	23,362	9,964	33,326	191

(*Continued on page* 163)

In WISCONSIN there are Four Newspapers that prove the Wisdom of the old Axiom

"Hoe Your Own Row, And Hoe it Well"—

You can scratch the surface with other media, but you get down to "pay-dirt" with these HOME papers, delivered and read in the homes of the people who buy your products.

It's their HOME PAPER, they live by it, they swear by it, they BUY by it. YOU can sell better by it.

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Evening Telegram

Manitowoc
Herald-Times

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Reporter

IN WISCONSIN

Publishing a Newspaper is One Big Job Market Research is Another

The WORLDS LARGEST FACT-FINDING ORGANIZATION

IN THESE DAYS of keen competition and unsettled conditions, the task of publishing a newspaper requires every ounce of brains, initiative, and attention your staff can give to it.

Then why complicate your own job by stepping outside your field to conduct market research?

We know—and your advertising manager knows—that there are many times when market research is almost as important to you as making the mail trains.

Yet, most newspapers are not equipped to do this job quickly, economically, thoroughly. We are. We've been in the businesss a long time. We believe our experience and organization will permit us to do your research jobs better, at less cost to you, than you can do it yourself.

Here are our qualifications:

Sixty-five years experience.

Nation-wide reputation.

A permanent organization of more than 3,000 trained salaried investigators, covering 5,000 communities, supervised from 18 regional and 72 branch offices. Men who know how to work quickly, thoroughly, efficiently—how to talk to consumers, retailers, wholesalers—how to get facts, discard guesswork.

We are the publishers of 750 Polk City Directories.

We maintain full time recording organizations at the state capitols of every state.

We are state gazetteers for 25 states.

We record complete data on every bank in each community of each state (Polk's Bankers Encyclopedia).

With this organization and experience, we are qualified to face any research problem you can give us.

We can carry through the entire job, from territory canvass to tabulations, break-down, analyses.

We can enable you to give your advertisers quicker, better service—save you time, trouble and money.

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A NATIONWIDE MARKETING SERVICE ORGANIZATION
OFFICES IN PRINCIPAL CITIES

CITY, RETAIL, ALL OTHER, TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 162*)

NEW BRUNSWICK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
Saint John	Telegraph-Journal	(m)	3,037	...	...	14,348	17,385	...
	Times-Globe	(e)	13,222	...	...	1,244	14,466	3
	Total Daily	(me)	16,259	...	...	15,592	31,851	3

NOVA SCOTIA

Halifax	Chronicle	(m)	2,635	...	...	11,147	13,782	113
	Star	(e)	10,058	...	...	6,164	16,222	17
	Total Daily	(me)	12,693	...	...	17,311	30,004	130
	Herald	(m)	3,189	...	...	27,239	30,428	63
	Mail	(e)	14,011	...	...	13,284	27,295	10
	Total Daily	(me)	17,200	...	...	40,523	57,723	73
New Glasgow	News	(e)	1,692	651	2,343	36	2,379	...
Sydney	Post-Record	(e)	3,786	5,011	8,797	1,093	9,890	50

ONTARIO

Brantford	Expositor	(e)	7,120	4,842	11,962	520	12,482	2
Brockville	Recorder & Times	(e)	2,399	2,081	4,480	370	4,850	...
Chatham	News	(e)	3,109	3,789	6,898	204	7,102	...
Port William	Times-Journal	(e)	5,016	954	5,970	306	6,276	2
Galt	Reporter	(e)	4,053	1,138	5,191	125	5,316	14
Guelph	Mercury	(e)	4,413	2,172	6,585	323	6,908	...
Hamilton	Herald	(e)	7,435	2,746	10,181	1,917	12,098	12
	Spectator	(e)	34,208	6,591	40,799	2,009	42,808	9
Kingston	Whig-Standard	(e)	5,434	4,990	10,424	450	10,874	...
Kitchener	Record	(e)	8,096	2,551	10,647	376	11,023	5
Lindsay	Post	(e)	1,194	936	2,130	144	2,274	3
	Weekly edition	(t)	6	1,693	1,699	1,362	3,061	35
London	Advertiser	(m)	920	8,173	9,093	2,114	11,207	8
	Advertiser	(e)	1,722	430	2,152	34	2,186	2
	Total Daily	(me)	2,642	8,603	11,245	2,148	13,393	10
	Free Press	(m)	2,364	12,784	15,148	5,387	20,535	18
	Free Press	(e)	14,480	1,013	15,493	673	16,166	2
	Total Daily	(me)	16,844	13,797	30,641	6,060	36,701	20
Niagara Falls	Review	(e)	4,781	988	5,769	933	6,702	6
Oshawa	Times	(e)	2,726	255	2,981	223	3,204	...
Ottawa	Citizen	(m)	4,148	2,458	6,606	364	6,970	63
	Citizen	(e)	22,101	3,442	25,543	677	26,220	30
	Total Daily	(me)	26,249	5,900	32,149	1,041	33,190	93
	Journal	(m)	2,243	3,170	5,413	3,126	8,539	60
	Journal	(e)	16,619	8,223	24,842	1,044	25,886	39
	Total Daily	(me)	18,862	11,393	30,255	4,170	34,425	99
	Le Droit	(w)	8,069	3,475	11,544	3,105	14,649	...
	Wednesday edition	(w)	8,035	4,324	12,359	4,660	17,019	...
Owen Sound	Sun-Times	(e)	2,352	4,949	7,301	290	7,591	...
Peterborough	Examiner	(e)	5,110	2,353	7,463	810	8,273	...
Port Arthur	News-Chronicle	(e)	3,761	646	4,407	173	4,580	...
Sarnia	Canadian Observer*	(e)	4,189	2,429	6,618	126	6,744	2
Sault Ste. Marie	Star	(e)	4,217	1,779	5,996	391	6,387	...
Stratford	Beacon-Herald	(e)	3,841	4,594	8,435	804	9,239	30
St. Catharines	Standard	(e)	6,184	3,121	9,305	408	9,713	13
St. Thomas	Times-Journal	(e)	3,988	3,833	7,821	879	8,700	...
Toronto	Globe	(m)	22,401	11,072	33,473	44,876	78,349	150
	Mail & Empire	(m)	73,572	8,868	82,440	36,941	119,381	174
	Star	(e)	141,882	28,894	170,776	75,740	246,516	14
	Weekly edition	(y)	106,776	24,383	131,159	179,904	311,063	3
	Telegram	(e)	118,742	13,685	132,427	16,446	148,873	5
Windsor	Star	(e)	23,450	8,419	31,869	11,995	43,864	...
Woodstock	Sentinel-Review	(e)	3,645	1,978	5,623	439	6,062	...

PRINCE EDWARD ISLAND

Charlottetown	Patriot	(e)	1,902	2,080	3,982	152	4,134	97

QUEBEC

Montreal	Gazette	(m)	19,875	1,363	21,238	6,972	28,210	...
	Herald	(x)	23,232	57	23,289	1,373	24,662	...
	Saturday edition	(y)	17,776	56	17,832	1,448	19,280	...
	La Patrie	(x)	10,011	2,334	12,345	6,578	18,923	...
	Saturday edition	(y)	22,011	3,040	25,051	14,468	39,519	...
	Sunday edition	(S)	26,435	4,178	30,613	11,434	42,047	...
	La Presse	(x)	106,342	12,331	118,673	25,596	144,269	...
	U. S. edit.	(x)	...	...	...	12,202	12,202	...
	Canada edit.	(y)	106,742	15,479	122,221	52,239	174,460	...
	U. S. edit.	(y)	...	...	...	...	...	...
	Le Canada	(m)	11,444	859	12,303	1,721	14,024	...
	Le Devoir	(e)	5,342	1,268	6,610	5,655	12,265	...
	Le Petit Journal	(S)	45,015	4,003	49,017	17,326	66,343	...
	L'Illustration	(m)	14,127	790	14,917	1,486	16,403	...
	Saturday edition	(e)	6,380	1,013	7,393	1,801	9,194	...
	Standard	(y)	41,189	1,476	42,665	47,023	89,688	6
	Star	(e)	96,634	1,787	98,421	20,575	118,996	3
Quebec	Chronicle-Telegraph	(e)	3,445	190	3,635	913	4,548	...
	L'Action	(e)	7,839	2,640	10,479	17,970	28,449	123
	Le Soleil	(e)	23,530	2,919	26,449	25,576	52,025	...
	L'Evenement	(m)	12,037	910	12,947	7,764	20,711	...
Sherbrooke	La Tribune	(e)	2,597	4,118	6,715	1,286	8,001	...
Three Rivers	Le Nouvelliste	(e)	5,096	4,949	10,045	805	10,850	...

SASKATCHEWAN

Moose Jaw	Herald**	(m)	13	797	810	106	916	...
			** Period April 1st to July 1st, 1935.					
	Times**	(e)	3,300	85	3,385	138	3,523	...
			** Period April 1st to July 1st, 1935.					
	Total Daily**	(me)	3,313	883	4,195	244	4,439	...
			** Period April 1st to July 1st, 1935.					
Prince Albert	Herald	(e)	1,951	1,160	3,111	102	3,213	...
Regina	Leader-Post	(e)	10,015	6,916	16,931	9,561	26,492	9
	Star	(e)	4,636	2,885	7,521	5,171	12,692	1
Saskatoon	Star-Phoenix	(x)	8,081	9,945	18,026	1,238	19,264	...
	Saturday edition	(y)	...	...	...	...	...	9

MEXICO

Mexico City	El Universal	(m)	57,626	8,782	66,408	28,454	94,862	...
	Sunday edition	(S)	72,718	11,647	84,365	33,294	117,659	...
	El Universal Grafico	(e)	32,429	1,905	34,334	1,569	35,903	9
	Excelsior	(m)	34,232	8,757	42,989	29,890	72,879	5
	Sunday edition	(S)	52,406	10,332	62,738	34,732	97,470	...

FOREIGN LANGUAGE DAILY NEWSPAPERS

ILLINOIS

Chicago	Abendpost	(e)	21,346	2,389	23,735	3,463	27,198	...
	Sunday edition	(S)	17,884	2,853	20,737	3,409	24,146	...
	Polish Zgoda	(e)	19,875	2,892	22,767	3,023	25,790	...
	Jewish Forward	(m)	14,095	270	14,365	13,179	27,544	...
	Sunday edition	(S)	13,786	310	14,096	15,614	29,710	...

MICHIGAN

Detroit	Polish News	(e)	19,752	1,408	21,160	535	21,695	6

NEW HAMPSHIRE

Manchester	L'Avenir National	(e)	1,873	197	2,070	216	2,286	...

NEW YORK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Other	Total Net Paid	Bulk Sale
New York	Atlantis	(e)	3,925	506	4,431	8,495	12,926	...
	Sunday edition	(S)	4,697	557	5,254	10,168	15,422	...
	Corriere D'America	(m)	22,556	3,273	25,829	8,376	34,205	...
	Sunday edition	(S)	15,974	3,156	19,130	8,031	27,161	...
	Jewish Day	(x)	46,930	4,132	51,062	22,204	73,266	...
	Sunday edition	(S)	53,792	4,421	58,213	23,091	81,304	...
	Il Progresso Italo-Americano	(m)	45,102	11,016	56,118	25,969	82,087	...
	Sunday edition	(S)	35,002	11,263	46,265	27,137	73,402	...
	Jewish Forward	(x)	70,884	7,834	78,718	35,427	114,145	...
	Sunday edition	(S)	74,139	7,881	82,020	44,484	126,504	...
	Jewish Journal	(m)	62,337	3,380	65,717	13,713	79,430	...
	Sunday edition	(S)	54,771	3,488	58,259	13,941	72,200	...
	La Prensa	(m)	9,786	902	10,688	1,764	12,452	...
	Nowy Swiat	(m)	8,607	4,242	12,849	3,195	16,044	...
	Sunday edition	(S)	4,447	2,430	6,877	982	7,859	...
	Staats-Zeitung & Herald	(m)	39,573	11,685	51,258	4,106	55,264	...
	Sunday edition	(S)	46,141	17,256	63,397	11,991	75,388	...

WEEKLY NEWSPAPERS

CONNECTICUT

Greenwich	Press	(j)	2,183	...	...	207	2,390	...

ILLINOIS

Oak Park	Oak-Leaves	(j)	12,217	...	...	952	13,169	6

MINNESOTA

Virginia	Range Facts	(j)	450	2,412	2,862	199	3,061	...

MISSOURI

Kansas City	Call	(f)	11,006	779	11,785	5,255	17,040	...
St. Louis	Argus*	(f)	10,875	244	11,119	1,661	12,780	...
	Sporting News	(j)	(National Distribution)				69,196	180
Trenton	Grundo Co. Missourian*	(j)	468	1,144	1,612	342	1,954	..
Wildwood	Leader	(j)	1,933	510	2,443	795	3,238	16

NEW YORK

Brooklyn	Nordisk Tidende	(j)	5,278	614	5,892	2,675	8,567	...
New York	Amsterdam News	(W)	15,310	1,890	17,200	822	18,022	20
	Chief	(W)	42,783	1,270	44,053	994	45,047	152
Scarsdale	Inquirer	(f)	1,822	...	1,822	190	2,012	3

OREGON

Hillsboro	Argus	(j)	556	1,533	2,089	292	2,381	...
McMinnville	Telephone Register	(j)	664	1,113	1,777	162	1,939	2

PENNSYLVANIA

Philadelphia	Tribune	(j)	13,612	1,553	15,145	675	15,820	...

TEXAS

Dallas	Express	(W)	3,433	553	3,986	2,007	5,993	...
Houston	Informer	(w)	5,276	1,444	6,720	7,745	14,465	...

VIRGINIA

Norfolk	Journal & Guide*	(w)	6,327	3,352	9,679	14,430	24,109	13

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A

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B

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BALL & DAVIDSON, INC., *a-e* 221 Colorado Natl. Bank Bldg., Denver, Colo.	Craig Davidson K. Jenkins	Ben S. Steckel	C. A. Sabin
BANKER & CO., R. C. 910 Marquette Bldg., Detroit, Mich.	R. C. Banker W. Brokenshire	Everett Cummins Howard Edwards	
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BARKER, ROBERT M. 604 Syracuse Savings Bank Bldg., Syracuse, N. Y.			
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BATES, M. D., H. ELLIOTT 153 Franklin St., Bloomfield, N. J.			

(*Continued on page* 166)

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(*Continued from page 164*)

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140 S. Dearborn St., Chicago, Ill.	F. L. Boyd	F. L. Boyd	
BROWN ADVERTISING AGENCY, *c*	Donald E. Brown	Wilber Union	D. E. Brown
300 Buckeye Bldg., Akron, Ohio	George Spikerman	George Spikerman	
BROWN ADV. AGENCY, J. W., *c*	J. W. Brown		
235 Deveril St., Ludlow, Ky.			
BROWN, SETH			
121 West 225th St., New York City			
BROWN, LIMITED, T. B			Wm. Hopkinson
551 Fifth Ave., New York City*			
65 Bath St., Glasgow, Scotland			
Boston House, Cape Town, S. A.			
43 Margaret St., Sydney, Australia			
BRUCK ADVERTISING CORP., FRANKLIN	Franklin Bruck	H. A. Marsh	N. J. Kleinfeld
R. K. O. Bldg., New York City	R. E. Rutherford	Fred Albert	
BRYAN & BRYAN ADV., *b-c*	C. W. Bryan	Russell A. Farley	C. W. Bryan
405-7 Giddens-Lane Bldg., Shreveport, La.	M. L. Bryan		M. L. Bryan
	Mrs. M. A. Findley		
BUCHANAN ADVERTISING AGENCY	G. A. Buchanan	G. A. Buchanan	G. A. Buchanan
Third National Bldg., Dayton, Ohio	Fred Merton	L. L. Johnson	
BUCHANAN-THOMAS ADVERTISING CO., *a-c-f*	C. C. Buchanan &		G. H. Lindley
412 South 19th St., Omaha, Neb.	L. H. Thomas, Partners		
BUCHEN COMPANY, THE, *a-c-f-h*	Walter Buchen	F. D. Boyd	Howard W. Lee
400 West Madison St., Chicago, Ill.*	J. R. Cooney	Fergus Mead	
123 South Broad St., Philadelphia, Pa.			

(*Continued on page 167*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page* 166)

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
BUCK COMPANY, THE GLEN, 400 West Madison St., Chicago, Ill.* Insurance Exchange Bldg., Detroit, Mich.	Glen Buck	Glen Buck Donald Denton	D. C. Samer
BUCKLEY ORGANIZATION, EARLE A., 1600 Arch Street, Room 225, Philadelphia, Pa.	Earle A. Buckley	G. Kiefer	George C. Taylor
BUDKE-CONNELL ADVERTISING AGENCY, 1127-29 Pine St., St. Louis, Mo.	Louis H. Budke Ott L. Connell W. A. Brandewiede, Jr.	Ott L. Connell Louis H. Budke	W. A. Brandewiede Jr.
BUGGELN & SMITH, INC., *e*, 2 West 46th St., New York City	C. H. Smith	J. A. Taylor	H. M. Seeley
BULL, INC., J. C., *a-e-f*, 101 Park Ave., New York City	J. C. Bull S. Page Butt	W. M. Westervelt	
BUNKER, INC., JOHN, 707-9 Schmidt Co. Bldg., Cincinnati, Ohio	John Bunker		
BURNET-KUHN ADV. CO., *a-e*, 520 N. Michigan Ave., Chicago, Ill.	P. R. Kuhn H. Oberster	P. D. Simons	F. Stanford, Jr. J. H. Kristof
BURNETT COMPANY, INC., LEO, *a*, 360 No. Michigan Ave., Chicago, Ill.	Leo Burnett John Riley	Marg. H. Stevens John Olsen	
BURNS & ASSOCIATES, CHARLES L., 337 Hotel Hollanden, Cleveland, Ohio	Charles L. Burns Howard L. Rose	Berte Randell Ray Brethour	Charles L. Burns L. M. Parker
BURNS-HALL ADV. AGENCY, INC., *a-e-f*, 757 N. Broadway, Milwaukee, Wis.	C. H. Hall	D. P. Caldwell	J. H. Simmons
BURNS & COMPANY, INC., HARRY E., *b*, 320 Peninsular Life Bldg., Jacksonville, Fla.	Harry E. Burns Wm. H. Burns	Harry E. Burns D. Palmer Caldwell	John L. Simmons
BURT COMPANY, THE, 80 Boylston St., Boston, Mass.	F. Allen Burt		F. Allen Burt
BURTNETT, GERALD B., 1121 South Hill St., Los Angeles, Cal.			
BUSE ADVERTISING, ELLIOTT, 11-A Baltimore Life Bldg., Baltimore, Md.			
BUSSEY ADVERTISING AGENCY, HELEN, Broadway Arcade Bldg., Los Angeles, Cal.	Helen Bussey	Hazel E. Smith Ruth Hamilton	Helen Bussey Ruth Hamilton
BUSWELL ADVERTISING AGENCY, *e*, 1028 Lay Blvd., Kalamazoo, Mich.	James H. Buswell		
BUTLER CO., INC., JOHN L., *a-e-f*, Public Ledger Bldg., Philadelphia, Pa.	J. L. Butler	S. E. Roberts	
BUTTERFIELD & ASSOCIATES, CLAYTON W., 517-9 Union Bldg., Syracuse, N. Y.	C. W. Butterfield H. W. Greene	H. W. Greene	
BYER & BOWMAN, INC., *a-e*, 239 East Broad St., Columbus, Ohio	Herbert Byer Gus K. Bowman	Herbert Byer Edward Pace	J. M. Burghalter Herbert Wise Gus K. Bowman Herbert Byer
BYRDE, RICHARD & POUND, *f*, 450 Fourth Ave., New York City			
BYREN & WEIL, INC., *f*, N. E. Cor. Walnut & Juniper Sts., Philadelphia, Pa.	Oliver F. Byren Curtin MacAfee	B. Weston Stelle Harry H. Ayers	E. C. McConagby Curtin MacAfee
BYRNE ADV. AGENCY, *e*, 35 E. Wacker Drive, Chicago, Ill			
BYRUM ADVERTISING AGENCY, *e*, 1829 Champa St., Denver Colo.	R. H. Byrum E. M. Pepin		

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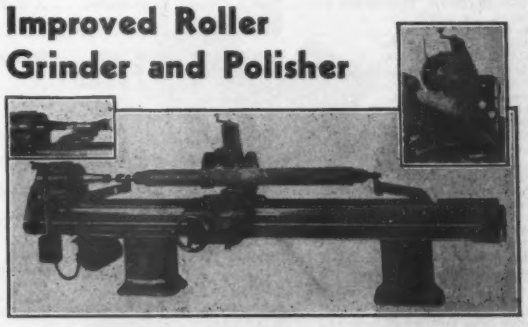
Name and Addresses Recognitions	President Vice-President Production Mgr	Copy Chief Art Director	Space Buyers Account Executive
CABOT & CO., INC., HAROLD, *a*, 24 Milk St., Boston, Mass.	Harold Cabot Geo. R. Griffin	Thaddeus Nichols Geo. R. Griffin	
CAHILL ADVERTISING COMPANY, *a-e-f*, Pacific Bldg., San Francisco, Cal.	E. W. Cahill H. J. Lobner	A. R. Wallace	
CAHN & MILLER, INC., 2 West Fayette St., Baltimore, Md.	Louis F. Cahn C. Le Roy Miller	Louis F. Cahn Louis F. Cahn	C. Le Roy Miller
CALDWELL AGENCY, WM. C., 1622 Baltimore Trust Bldg., Baltimore, Md.			
CALDWELL-BAKER COMPANY, THE, *a-e-f*, 1304 Merchants Bank Bldg., Indianapolis, Ind.	H. C. Caldwell Earl F. Beam	H. C. Caldwell Ellis J. Baker Bruce W. Connelly	Earl F. Beam
CALHOUN ADVERTISING AGENCY, 315-9 Colorado Bldg., Denver, Colo.	B. A. Ohlander M. A. Ohlander	K. M. Ohlander	B. A. Ohlander
CALKENS & HOLDEN, *a-e-f*, 247 Park Avenue, New York City	James A. Clarke F. D. Kearney	G. A. Thompson Walter Geoghagen	F. J. Fitzgerald H. A. Torp
CALLAWAY ASSOCIATES, INC., *e-f*, 210 Lincoln St., Boston, Mass.	J. P. Calloway		M. Susman
CALLO & CLARKE, INC., 340 East 149th St., New York City	Harry J. Clarke Jos. F. Callo	Ray. J. Worden	John F. Spencer Henry Tufarolo Frank J. Conway
CAMPBELL-DURHAM-VON OLM CO., 10 S. La Salle St., Chicago, Ill.	A. L. Campbell James Farren Sam Gilbert	J. D. Thompson	Herbert Stanley
CAMPBELL-EWALD CO., *a-e-f-h*, General Motors Bldg., Detroit, Mich.* 414 Transportation Bldg., Washington, D. C. 1200 Carbide & Carbon Bldg., Chicago, Ill. 1700 Claus Spreckles Bldg., San Francisco, Cal. 723 Petroleum Securities Bldg., Los Angeles, Cal. Third & Salmon Sts., Portland, Ore.	H. T. Ewald Robert Sheldon	P. L. Atkinson Stanley Staffeld, Acting A. D.	J. J. Hartigan
CAMPBELL-EWALD CO. OF NEW YORK, INC., *e-e-f-h*, 1790 Broadway, New York City	F. D. Richards W. A. Capitain	W. P. Lloyd	L. B. Dudley
CAMPBELL-KELLOGG CO., 715 Broadway Arcade Bldg., Los Angeles, Cal.			
CAMPBELL-MITHUN, INC., *a-e-f*, 1500 Northwestern Bank Bldg., Minneapolis, Minn.	Ralph B. Campbell G. C. Mohlke	R. O. Mithun G. D. Gordon	E. E. Erickson
CAMPBELL CO., ROY, 605 Union St., Seattle, Wash.			
CAMPBELL-SANFORD ADVERTISING CO., *e*, Farley Bldg., Cleveland, Ohio* 1922 Linwood Ave., Toledo, Ohio Transportation Bldg., Chicago, Ill.	Glenn H. Campbell J. P. Garlough	J. P. Garlough M. H. Dye	Glenn H. Campbel Ralph Sisson Fred Keonig
CAPITOL ADV. SERVICE, 370 Seventh Ave., New York City			
CAPLES COMPANY, THE, *a-e*, 225 East Erie St., Chicago, Ill.* 230 Park Ave., New York City 1416 Dodge St., Omaha, Neb.	R. C. Caples A. G. Almen, Chicago. J. F. Trayner, New York.		W. E. Gibson, Chicago. R. D. Foster, New York. W. E. Gibson, Omaha-Chicago.
CARLSON & SYMONS ADV. AGENCY, 1019-21 Investment Bldg., Pittsburgh, Pa.	S. G. Symons	E. L. Hudson	
CARPENTER ADVERTISING COMPANY, THE, *e-e*, 300 Citizens Bldg., Cleveland, Ohio	A. J. Carpenter J. J. Marquart	A. J. Carpenter J. J. Marquart	F. F. Lamorelle Harm White
CARPENTER CO., G. B., 3723 Wilshire Blvd., Los Angeles, Cal.			
CARTER, JONES & TAYLOR ADV. AGENCY, *e-f*, 503 Associates Bldg., South Bend, Ind.	Ralph E. Jones	Basil Greenblatt	
CARTER-THOMSON COMPANY, *e*, 1701 Walnut St., Philadelphia, Pa.	Russell K. Carter A. M. Fanning	S. R. M. Thomson	A. M. Fanning
CASH & ASSOCIATES, INC., FRANK I., *e*, 360 N. Michigan Ave., Chicago, Ill.	Frank I. Cash		Miss C. Pedersen
CASTELLO, RAYMOND L., 184 North St., Pittsfield, Mass.			
CAVALLY ADVERTISING CO., FREDERICK L., Hymyer Bldg., Cincinnati, Ohio	Harry M. Bridwell		Fred. L. Cavally
CAVE COMPANY, EDWARD, *e-f*, 286 East 42nd St., New York City	Edward Cave Harold E. Cooke	Wyman Fitz Harold E. Cooke	James A. Cave
CECIL, WARWICK & CECIL, *a-b-e-h*, 230 Park Ave., New York City* Morris Plan Bank Bldg., Richmond, Va.	John H. Cecil, Richmond Office Willard Andrews & Thos. Murray	James Kennedy, Jr. George Infante & Howard Braune	F. T. Hodges, Jr.
CENTRAL ADVERTISING CORP., *a-e*, 419 Board of Trade Bldg., Indianapolis, Ind.	G. Vance Smith	Harvey D. Rush Jack Gildersleeve	G. Vance Smith
CENTRAL ADVERTISING SERVICE, INC., *e*, 45 West 45th St., New York City	Louis Britwits M. Wilner	Lawrence Campbell	L. Britwits
CENTURY ADVERTISING SERVICES, INC., 342 Madison Ave., New York City 260 Tremont St., Boston, Mass.	V. Edward Borges		
CHAMBERLAIN & ASSOCIATES, HAROLD S., 681 Endicott Bldg., St. Paul, Minn.	H. S. Chamberlain K. F. Long	M. A. Evans	M. Werlich
CHAMBERS & WISWELL, INC., *a-e*, 38 Newbury St., Boston, Mass.	G. J. Chambers C. H. Bradley, Jr.	Thomas Goodwin	F. R. Farnham
CHANDLER ADV. AGENCY, 615 Southland Life Bldg., Dallas, Tex.			
CHANDLER, CLEAVELAND A., 5 Ashford St., Allston (Boston), Mass.			
CHAPPELOW ADVERTISING CO., *a-e-f-h*, 3615 Olive St., St. Louis, Mo.	B. E. Chappelow	J. A. Hubbard F. A. Watts	F. A. Watts
CHARLES ADVERTISING SERVICE, *a-e-h*, 51 Madison Ave., New York City	H. H. Charles John J. Carey	C. A. Rowland A. J. Wisner	M. J. Murray
CHELTENHAM PRESS, INC., THE, *a*, 551 Fifth Ave., New York City	J. Albert Briggs Alan H. Gamble	N. A. Cossenas J. A. Nelson	C. C. Delmonico H. Means
CHICAGO UNION ADV. AGENCY, INC., *e*, 20 W. Jackson Blvd., Chicago, Ill.			
CHILTON ADVERTISING AGENCY, *b*, 911-912 Kirby Bldg., Dallas, Tex.	A. L. Chilton Mrs. L. H. Chilton	A. L. Chilton Mrs. L. H. Chilton	Dorothy M. Smith
CHIRURG COMPANY, JAMES THOMAS, *f*, 216 Tremont St., Boston, Mass.	J. T. Chirurg Prescott Winkley	Howard G. Sawyer Nelson Fisher	G. A. Frye
CHRISTIAN ADV. AGENCY, W. S., 600 Manhattan Bank Bldg., Memphis, Tenn.			
CHURCH GREEN CO., THE, *a-e*, 316 Statler Bldg., Boston, Mass.	C. E. Beckwith	C. E. Beckwith	
CHURCHILL-HALL, INC., *a-e-f-h*, 200 Madison Ave., New York City	H. B. Le Quatte E. M. Burbach	O. S. Clarke W. T. Elberty	
CHUTE CO., INC., L. E., 123 East 2nd St., Davenport, Iowa	R. A. Moritz W. P. Ammerman		
CLANCY CO., ROCKWILL F., 75 E. Wacker Drive, Chicago, Ill.	R. F. Clancy G. P. Alderson		
CLARK & ASSOCIATED ARTISTS, STEINIGER, Studio Bldg., Kansas City, Mo.	Steiniger Clark Fordham Howard	E. M. Hollis Steiniger Clark	George L. Rollins
CLARK, INC., C. P., *b-e-f-h*, 113 Seventh Ave., N., Nashville, Tenn.	C. P. Clark D. G. Goodwin	B. T. Gregory H. Armstrong	E. S. Gardner
CLARK-JACOBS, INC., 420 Lexington Ave., New York City	John C. Clark		
CLARK ADVERTISING AGENCY, R. W., *e*, Mendenhall Bldg., Akron, Ohio	R. W. Clark		
CLARKE COMPANY, E. A., *e-h*, 503 Chestnut St., Philadelphia, Pa.	E. A. Clarke Glenn H. Cox	Glenn H. Cox B. L. Rockey	
CLATFELTER, HARRY, Jefferson Bldg., Peoria, Ill.	Harry Clatfelter		
CLEARY ADV. CO., INC., *e*, 43 E. Ohio St., Chicago, Ill.	David D. Cooke		Wm. J. Cleary
CLEMENTS & ASSOCIATES, F. W., 26 Forbes St., Rochester, N. Y.	F. W. Clements W. H. Anderson	F. W. Clements	W. Blamire
CLEMENTS COMPANY, THE, *a*, Horn Bldg., Philadelphia, Pa.	Isaac W. Clements W. Willens	E. D. Masterman R. W. Bugbee	K. E. King
CLIMO, JR., GEO. F., *e-f*, 4403 St. Clair Ave., Cleveland, Ohio			
COCHRANE ADVERTISING AGENCY, W. K., *a-e*, 333 N. Michigan Ave. Bldg., Chicago, Ill.	W. K. Cochrane	W. K. Cochrane	E. B. McIntyre
COLE-ANSPACH, INC., 130 West 42nd St., New York City			
COLE'S, INC., *a-e-f*, 720 Grand Ave., Des Moines, Iowa	Robert S. Cole Hasel Hubler	James L. Cole L. Frederick Foll	A. T. Cole

(*Continued on page* 168)

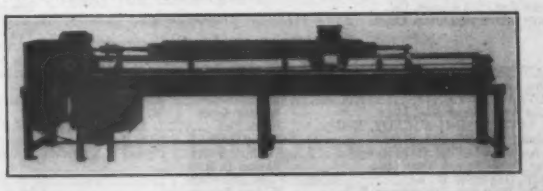
Improved Roller Grinder and Polisher



Accurate grinding has always been an earmark of Black Rock work—Now important improvements have been made greatly increasing the quality of work.

Improved Polisher

The polishing machine shown herewith embodies radical improvements not approached by any other polisher. **It does a better job in less time and costs less.**



Black Rock Mfg. Co.

BRIDGEPORT, CONN.

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 167)

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
COLLEGIATE SPECIAL ADVERTISING AGENCY, INC., 110 West 40th St., New York City	Morton S. Rutsky		David K. Hyman
COLLIER ADVERTISING SERVICE, INC., 230 West 42nd St., New York City	Parron Collier Arthur Cohn W. H. Laughlin	Geo. H. Ihnen	Arthur Cohn
COLLISSON COMPANY, Tribune Bldg., Minneapolis, Minn.	C. F. Collisson		
COLTON COMPANY, WENDELL P., *c-e-h*, 122 East 122d St., New York City	Wendell P. Colton G. F. Baird	J. Armstrong	A. F. Dermody M. E. Schuler F. Ostman
COLUMBIA ADVERTISERS, 1010 Vermont Ave., Washington, D. C.			
COMER ADV. CO., RUSSELL C., *c-e-f*, 414 Fairfax Bldg., Kansas City, Mo.* 514 Michigan Sq. Bldg., Chicago, Ill.	Russell C. Comer W. E. Burnham	W. F. Proebsting	
COMMERCIAL ADVERTISING AGENCY, *e-f*, 440 South Dearborn St., Chicago, Ill.	Maurice Blink Herman Bloch	W. I. Brockson Otto Pearson	E. A. Gebhardt Maurice Blink W. I. Brockson
CONDON COMPANY, INC., THE, *c*, 1021 Washington Bldg., Tacoma, Wash.	John Condon E. Larry Jardeen		John Condon
CONE GENERAL ADV. AGENCY, ANDREW, *c-e-h*, Empire State Bldg., New York City	Frederick H. Cone M. M. Galgano	E. C. Bolger H. N. Kent	F. E. Richards
CONLEY ADV. AGENCY, *c*, Central Nat. Bank Bldg., Peoria, Ill.			
CONNELLEY, VAUGHAN B., National Press Bldg., Washington, D. C.			
CONNER ADVERTISING AGENCY, INC., *c-e-h*, 3rd Flo., R. E. O. Bldg., Denver, Colo.	Cecil R. Conner William H. Wagner	Cecil R. Conner Carl J. Jordan	C. E. Brace Max Goldberg
CONOVER COMPANY, S. A., *c-e-f-h*, 75 Federal St., Boston, Mass.	S. A. Conover A. H. Clime	Dawson Powell A. H. Clime	
CONSOLIDATED ADVERTISING AGENCY, 230 North Wabash Ave., Chicago, Ill.	C. H. Anderson E. J. Hyland	E. G. McKee Harry Port	Hal J. Hasen
COOK ADV. AGENCY, FRANKLIN, Atlantic Co. Trust Bldg., Atlantic City, N. J.			
COOLIDGE ADVERTISING COMPANY, *c-e-f-h*, 310 Insurance Exchange Bldg., Des Moines, Iowa	Paul Blakemore		Paul Blakemore R. H. Cary H. J. Kroeger
COOPER ASSOCIATES, A. E., 551 Fifth Ave., New York City* Box 357, Monroe, N. Y.	A. E. Cooper H. C. Cooper	L. M. Nelson S. Snyder	
CORNER & COMPANY, INC., Baltimore Life Bldg., Baltimore, Md.	Henry E. Corner M. McShane	C. C. Campbell H. Schuckle	M. McShane
COTTER ADV. AGENCY, *c*, 120 Boylston St., Boston, Mass.			
COWAN & DENGLER, INC., *c-e*, 30 Rockefeller Plaza, New York City	Stuart D. Cowan H. J. Griffin		Helen B. Donovan
COX ADVERTISING AGENCY, INC., J. P., *c*, 101 Tremont St., Boston, Mass.	Joseph P. Cox Joseph P. Cox	Joseph P. Cox Joseph P. Cox	Joseph P. Cox
COX ADVERTISING AGENCY, MERLE V., 20 East Jackson Blvd., Chicago, Ill.	Merle V. Cox A. E. Roberts		B. V. Cox
CRAIG, INC., JOHN GILBERT, 903 Shipley St., Wilmington, Del.	John Gilbert Craig K. W. Anderson	A. W. Armstrong	K. W. Anderson
CRAMER-KRASSELT CO., THE, *c-e-f-h*, 733 North Van Buren St., Milwaukee, Wis.* 900 Title Guarantee Bldg., Los Angeles, Cal. 777 Penobscot Bldg., Detroit, Mich.	A. W. Seiler H. J. Fink	M. E. Moon M. E. Mullinix	C. A. Toepfer H. T. Eans L. H. Ness W. J. Redmond
CRAMER-TOBIAS CO., INC., *c-e*, 515 Madison Ave., New York City	Richard D. Tobias Mrs. D. G. Paul	S. W. Wieberg	Mrs. D. G. Paul
CRANK, INC., CHET, *c*, 1709 W. 8th St., Los Angeles, Cal.	Chet Crank	Jacques Wheel John Roche	Anita Jorx
CRAWFORD ADV. AGENCY, *b*, 107 No. Conception St., Mobile, Ala.			
CRAVEN & HEDRICK, 300 Madison Ave., New York City	Bernard N. Craven Paul H. Hedrick Partners	Hans Niggemann	
CREAMER ADVERTISING, THEODORE B., 108 West 2nd St., Los Angeles, Cal.	Theo. B. Creamer Lloyd Morris	Lloyd Morris	H. R. Reed
CRIER ADV. SERVICE, THE, 1840 East 87th St., Cleveland, Ohio	William V. Lisse		
CRITCHFIELD & COMPANY, *c-e*, 612 North Michigan Ave., Chicago, Ill.	Scott S. Smith R. M. Cowing	F. W. Mellis H. K. Bemmest	E. Groenboom
CRITCHFIELD-GRAVES CO., *c-e*, Foshay Tower, Minneapolis, Minn.	I. H. Graves W. C. Keil	E. H. Steinmetz	
CROLLEY ADV. AGENCY, Wilkes-Barre, Pa.			
CROOK ADV. AGENCY, *c-b-e*, Southwestern Life Bldg., Dallas, Tex.	W. W. Wilson		Irene Bert
CROOT CO., INC., SAMUEL C., *c-f*, 28 West 44th St., New York City	Samuel C. Croot Thomas A. Carey	S. C. R. Parkhurst Stanley Gibson	Joseph W. Morgan
CROSS & LA BEAUME, INC., *c*, 250 Fifth Ave., New York City	J. R. Cross, Jr.		E. C. Adams
CRUMRINE & CO., ARTHUR, 516 Fifth Ave., New York City* 55 East State St., Columbus, Ohio	Arthur Crumrine J. I. Crumrine	William Nash	Edward James
CRUTTENDEN & EGER, *c*, 64 East Lake St., Chicago, Ill.	Edmond I. Eger	Harry Beier	Leon H. Lewis George M. Stern Wilbur Walkoe E. I. Eger
CUMMINGS ADVERTISING, EARL M., 716 Gas-Electric Bldg., Rockford, Ill.	Earl M. Cummings H. D. Capron	A. B. Brand H. Harnquist	B. A. Cummings
CUNDIFF ADVER. AGENCY, W. E., *c*, 301 College St., Springfield, Mo.	W. E. Cundiff	Paul Holland	
CURTIS-SANDERS, Latham Square Bldg., Oakland, Cal.	W. A. Curtis N. R. Putland	B. S. Sanders Virgil Pipenberg	Bert Levy
CURTIS ADVERTISING, T. L., 216 Kempf Bldg., Utica, N. Y.	T. L. Curtis M. C. Curtis	T. L. Curtis Calvin Ashley	T. L. Curtis
CUSACK ADVERTISING CO., C. F., 202 Jacobson Bldg., Denver, Colo.	C. F. Cusack C. F. Cusack	Frank Philips	C. F. Cusack C. A. Weber Peter Wood
CUTAJAR ADVERTISING, CHARLES J., 19 East 47th St., New York City	Charles J. Cutajar		
CUTTING, CECIL EDWARD, 509 Potomac Ave., Buffalo, N. Y.* News Bldg., North Tonawanda, N. Y.	C. E. Cutting Naomi F. Cutting		L. Carl Higgins

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Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
DAILY, INC., WALTER, Keith Bldg., Cleveland, Ohio	Walter J. Daily		
DAKE ADVERTISING AGENCY, THE, *c-e*, 121 Second St., San Francisco, Cal.	L. W. Dake	Lucien Perone	A. Loreta
DAKE-JOHANET ADVERTISING AGENCY, *c-e*, 1220 Maple Ave., Los Angeles, Cal. 251 Kearny St., San Francisco, Cal.	F. W. Johanet, Mgr.		F. W. Johanet, Los Angeles. C. C. Standefer, San Francisco. W. J. Betting, Los Angeles.
DAKEN ADVERTISING COMPANY, INC., *c-f*, 2226 Third Ave., Seattle, Wash.	T. D. Daken W. A. Prager	D. K. Daken	P. E. Ellerman
DAKO ADV. AGENCY, 300 Nicolet Ave., Minneapolis, Minn.	W. Heynacher W. Heynacher	H. M. Fish W. P. Butler	W. Heynacher
DAKOTA ADVERTISING AGENCY, INC., 318 Citizens Bldg., Aberdeen, S. D.	H. M. Fish F. C. Dreller	I. F. Fish L. F. Fish	H. M. Fish
DALTON & ASSOCIATES, RALPH, *c-f-h*, N. W. Cor. Public Square Troy, Ohio	Ralph W. Dalton Rhelma D. Ross	Delmar E. Kaln	Ralph W. Dalton
DANIELSON, GEORGE W., *c-f*, 908 Hospital Trust Bldg., Providence, R. I.	G. W. Danielson W. Earl Balcom		G. W. Danielson John A. Lorimer
D'ARCY ADVERTISING COMPANY, *c-e-f-h*, Missouri Pacific Bldg., St. Louis, Mo.* 310 North Ave., N. W., Atlanta, Ga. Terminal Bldg., Cleveland, Ohio 515 Madison Ave., New York City 0 Broadview Ave., Toronto, Ont., Canada	W. C. D'Arcy E. H. Turner	E. H. Turner	J. E. Sullivan F. G. Weber
DAUGHERTY, INC., JIMM, *c-f*, 211 North Seventh St., St. Louis, Mo.	J. M. Daugherty Joseph E. Schmitt	A. I. Dutton Joseph C. Schmitt	J. M. Daugherty Miss Cath. Dunne
DAVID, INC., ADVERTISING AGENCY, *c-e*, W-3173 First Natl. Bank Bldg., St. Paul, Minn.	Quentin J. David Oliver H. Haugen	John C. Fabbrini Roger H. David	Gerald F. Conway
DAVIDS, INC., ERNEST, 347 Madison Ave., New York City	Ernest Davids D. Koch	R. Clark	Ernest Davids
DAVIDSON ADVERTISING AGENCY, ED., 310 S. D. Trust & Savings Bldg., San Diego, Cal.			
DAVIS COMPANY, HENRY L., 250 Park Ave., New York City	Henry L. Davis Walter Droga		Walter Droga
DAVIS ADV. AGENCY, JOHN A., *c*, 80 Boylston St., Boston, Mass.			
DAVIS ADV. AGENCY, TRAYTON H., 750 N. Milwaukee St., Milwaukee, Wis.	Trayton H. Davis Carl Hora	Roger Genske Thos. Willoughby	Wm. Schmidt
DAVIS PRESS, INC., THE, 44 Portland St., Worcester, Mass.	R. M. Spencer William P. Hudson	R. M. Spencer Clayton Clark	R. M. Spencer Warren G. Davis
DAVIS-SMITH COMPANY, THE, 205 A St., Boston, Mass.	H. D. Rennie Geo. A. Haynes		
DAVIS, WAYNE, 14 Beacon St., Boston, Mass.	Wayne E. Davis	Dorothy Harriman	Marjorie Betts
DAVIS ADV. AGENCY, WM. R., *c*, 1148 Plymouth Bldg., Minneapolis, Minn.			
DAVIS ADVERTISING, W. H., *c*, 240 Arcade Bldg., Asheville, N. C.	W. H. Davis	John J. McFall Edward Dameron	W. H. Davis
DAY, INC., FRANK T., 729 Boylston St., Boston, Mass.	Frances B. Day Erik von Ladau	Erik von Ladau	Clifton H. Day
DAY AGENCY, STANLEY, *c*, 1224 Putnam Ave., Plainfield, N. J.	Irene Day		
DAYTON ADVERTISING NOVELTY CO., 911 East Third St., Dayton, Ohio	Carl W. Neutzenholser		
DEAN ADVERTISING AGENCY, BEN, *c-f*, 207 Houseman Bldg., Grand Rapids, Mich.	Ben Dean Mildred Juneau	Ben Dean	
DE BEAR, S. A., 35-63 89th St., Jackson Heights, L. I., N. Y.	S. A. de Bear		
DeBIASI ADV. AGENCY, INC., MARIO, *c*, 51 Chambers St., New York City	Mario DeBiasi		
DE BRUEYS ADVERTISING, JOHN L., 218 Ben Milan Hotel, Houston, Tex.	John L. de Brueys	Jules White	John L. de'Brueys Charles J. Glossdanner, Jr.
DEEMS ADV. AGENCY, HOWARD E., 1103 Ocean Center Bldg., Long Beach, Cal.	Howard E. Deems	George Macdonald Lois McCook	Lois McCook Irene Feeny
DE GARMO-KILBORN CORP., 30 Rockefeller Plaza, New York City	Louis J. deGarmo		
DENHARD, PFEIFFER & WELLS, INC., *c-e*, 114 East 32nd St., New York City	J. C. Pfeiffer		
DERMODY AGENCY, JOE, Log Office, Bay City, Mich.	T. F. Marston		
DE ROUVILLE ADVERTISING AGENCY, *c-e*, 11 North Pearl St., Albany, N. Y.	G. S. De Rouville Clarence T. Ladd R. A. Lowe	Berthold Heyman	G. S. De Rouville Horace L. Hevner
D'EVELYN & WADSWORTH, INC., *c-e*, 405 Montgomery St., San Francisco, Cal.	N. F. D'Evelyn E. Thomas		E. Thomas
DEVEREUX & SMITH, INC., *c*, 10 Hopper St., Utica, N. Y.	L. W. Devereux	C. M. Plaisted	L. W. Devereux
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DEWEY ADV. AGENCY, JOHN PEYTON, 720 Mercantile Bldg., Dallas, Tex.	John P. Dewey		
DIENER & BURLEIGH, INC., 159 North State St., Chicago, Ill.			
DIENER & DORSKIND, INC., *c*, 303 West 42nd St., New York City	Nathan A. Diener James J. Nuccio	John Zeltzer Ray Eno	Irving S. Lewis Benjamin Dorskind Larry Silver Charles Dorskind
DOBBS ADVERTISING AGENCY, 288 Main St., Danbury, Conn.	L. M. Sniffen L. M. Sniffen		
DODGE & CO., INC., FRANK E., *c-f*, 704 Industrial Trust Bldg., Providence, R. I.			
DOE ADV. AGENCY, ELMER H., *c-e*, 542 Starks Bldg., Louisville, Ky.			
DOMBROWER CO., INC., THE RALPH L., *b*, 210 East Franklin St., Richmond, Va.* Woodward Bldg., Washington, D. C.	R. L. Dombrower Armistead Coleman	R. G. Monroe J. H. R. Pickett	E. I. Wallerstein H. D. Britt
DONAHUE & COE, INC., *c-e-f*, R. K. O' Bldg., New York City	E. J. Churchill T. J. McDermott	Dennison Budd	Wm. Gallow E. M. Ahalt[illegible]
DONLON ADV. ASSOCIATES, INC., 551 Fifth Ave., New York City	John P. Donlon C. F. Marschalk	C. F. Marschalk	
DONNELLEY COMPANY, THE LEE E., 524 Union Trust Bldg., Cleveland, Ohio	Lee E. Donnelley Sanford Schwartz		Sanford Schwartz
DONOVAN-ARMSTRONG, *c-e*, 2800 Girard Trust Bldg., Philadelphia, Pa.	H. M. Donovan, J. C. Armstrong, Partners. Wm. Fitzpatrick	Norman Viskery	Elsie M. Levy
DOREMUS & COMPANY, *c-e*, 120 Broadway, New York City* 1520 Sansom St., Philadelphia, Pa. 208 So. LeSalle St., Chicago, Ill. 20 Kilby St., Boston, Mass. 425 Bush St., San Francisco, Cal. 811 West Seventh St., Los Angeles, Cal. 4, Queen Victoria St., E. C. 4, London, England	G. Munro Hubbard Dewey B. Holland	Clifford D. Reeves Eldred C. Jackson	Harold H. Sieber
DORLAND ADVERTISING AGENCY, *c-e*, Penna. & Atlantic Aves., Atlantic City, N. J.* 527 Bangs Ave., Asbury Park, N. J.	Walter E. Edge (O) Wm. Manning	E. J. Wallis James Fox	E. A. Tighe
DORLAND INTERNATIONAL, INC., *c*, R. C. A. Bldg., New York City	H. Doug. Hadden James Allen	A. F. Connolly James Allen	Frank Cleary
DORRANCE, SULLIVAN & CO., INC., *c-e*, 347 Madison Ave., New York City	Sturges Dorrance H. E. Pengel, Jr.	Clarence Stone W. A. Adriance, Jr.	H. E. Pengel, Jr.

(Continued on page 169)

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Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
DOUGHTY & ASSOCIATES, INC., H. R. 570 Lexington Ave., New York City	H. R. Doughty	George Baker	Alfred M. Evans
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DOWD, INC., CHARLES F., *a-e-f* 413 Richardson Bldg., Toledo, Ohio	Charles F. Dowd Ed. J. Rutan		
DOWD & OSTREICHER, INC. 137 Newbury St., Boston, Mass.	John C. Dowd	Dwight W. Norris Wm. M. Taylor	B. F. Ostreicher
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DREBER, INC., MONROE F. 961 Broad St., Newark, N. J. 30 Rockefeller Plaza, New York City	Monroe F. Dreber T. G. Bixler	W. C. Bentley A. R. Schnitzler	
DRENNAN, ALBERT A., *e* 430 Market St., San Francisco, Cal.			Albert A. Drennan
DRIVER & COMPANY, *e* Redick Tower, Omaha, Nebr.			
DUCKTITE COMPANY, THE 314 Main St., Great Barrington, Mass.	M. C. Cole W. Taylor Day	M. C. Cole M. C. Cole	M. C. Cole
DUFFY, INC., JIM, *e* 111 W. Washington St., Chicago, Ill.	James A. Duffy V. L. Scantlin	V. L. Scantlin W. T. Hay	M. V. Smith
DUNHAM COMPANY, THE JOHN H., *a* 333 North Michigan Ave., Chicago, Ill.	John H. Dunham		
DURHAM AGENCY, MAYNARD L. 321 Virginia Ave., Joplin, Mo.			

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Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
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EASTMAN, SCOTT & COMPANY (INC.), *a-f* Mortgage Guarantee Bldg., Atlanta, Ga. Barnett Bank Bldg., Jacksonville, Fla.	E. Gerry Eastman A. E. Lusy		
EBERSOLD-OLIVER, INC. 107 North Wacker Drive, Chicago, Ill.	Fred. H. Ebersold James E. Oliver	Robert Bartlett	Fred H. Ebersold
ECCLES ADVERTISING, WARREN P. O. Box 326, Hollywood, Cal.	Warren Eccles	Vance Chandler	
EDDY-RUCKER-NICKELS COMPANY, THE, *a-f* 1430 Massachusetts Ave., Cambridge, Mass.	A. W. Rucker J. M. Russakoff		J. M. Russakoff
EDITORIAL SERVICE COMPANY, INC., *e* 741 North Milwaukee St., Milwaukee, Wis.	D. K. Stoenbergh Eleanor Bell	Emil J. Blacky	
EDMONDSON COMPANY, E. S., *a* 1700 Walnut St., Philadelphia, Pa.	E. S. Edmondson		E. M. Michael
EGAN, JAMES W. 228 North La Salle St., Chicago, Ill.	James W. Egan		
EGYPTIAL ADVERTISING AGENCY Republican-Leader Bldg., Marion, Ill.	Oldham Paisley		Oldham Paisley
EHLBERT ADVERTISING SERVICE, INC., *e-f* 5406 Hyde Park Blvd., Chicago, Ill.	Mark K. Ehlbert Mark K. Ehlbert	M. Meshboum	Mark K. Ehlbert
EHA ADV. AGENCY, WALTER H., *e* 1846 Stout St., Denver, Colo.			
EHLINGER & HIGGS, INC., *b-e-f* Commercial Bldg., Tulsa, Okla.* Railway Exch. Bldg., St. Louis, Mo.	S. J. Ehlinger		S. J. Ehlinger
EITELJORG ADVERTISING, HARRISON 8½ East Washington St., Indianapolis, Ind.	Harrison Eiteljorg		Harold Quinlan
ELECTROGRAPH COMPANY, THE, *e-f* 2815 West Fort St., Detroit, Mich.* 5-154 General Motors Bldg., Detroit, Mich. 551 Fifth Ave., New York City	M. S. Adams G. H. Fox	A. M. Corrigan F. E. Mannerow	C. E. Hassel
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ELLIOTT ADVERTISING AGENCY, *f-k* 470 Stuart St., Boston, Mass.	Roy D. Elliott Harrison M. Blake	Harrison M. Blake	Roy D. Elliott
ELLIOTT ADV., INC., HARRY 455-57 Monadnock Bldg., San Francisco, Cal.* 1509 So. Figueroa St., Los Angeles, Cal.			
ELLIS COMPANY, A. W., *a-e-k* 24 School St., Boston, Mass.	Albert W. Ellis L. L. Mayo		H. C. Magowan
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ERWIN, WASEY & COMPANY OF NEW YORK (INC.), *a-e-f-k* Graybar Bldg., New York City	Louis R. Wasey H. L. Brockway	Paul E. Newman	J. W. Sturdivant Trygve N. Tveter Geo. H. Schlesser
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ERWIN, WASEY & CO. OF MINNESOTA, *a-e-k* 420 Lexington Ave., New York City* 230 No. Michigan Ave., Chicago, Ill. 500 Security Bldg., Minneapolis, Minn. 714 West 10th St., Los Angeles, Cal. 333 Montgomery St., San Francisco, Cal. 455 Skinner Bldg., Seattle, Wash. 1306 Packard Bldg., Philadelphia, Pa.	Mac Martin Jack Berale	J. A. MacGaheran C. Conaughy	R. E. Pendergast
ERWIN, WASEY & COMPANY OF THE PACIFIC COAST, *a-e-k* 333 Montgomery St., San Francisco, Cal.* 714 West Olympic Blvd., Los Angeles, Cal. 455 Skinner Bldg., Seattle, Wash.	Louis Honig, Sr. H. E. Krieger	H. A. Stebbins Fred Glauser	Louis Honig, Jr.
ESHLEMAN CO., BENJAMIN Atlantic Bldg., Philadelphia, Pa.	Benjamin Eshleman		
ESSIG COMPANY, LTD., THE 1121 So. Hill St., Los Angeles, Cal.	Albert C. Essig J. B. Shaw	R. F. Heckman	
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EVANS ADVERTISING CO. 524 So. Spring St., Los Angeles, Cal.			
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EVANS, NYE & HARMON, INC., *e-f* 440 Fourth Ave., New York City	Robt. L. Harmon Henry Allman	Henry Allman	Robt. L. Harmon
EVERETT ASSOCIATES, INC., ROBERTS 232 Madison Ave., New York City 75 East Wacker Drive, Chicago, Ill.	Roberts Everett Truman L. Clapp Saul Pollak		
EXPORT ADVERTISING AGENCY 919 No. Michigan Ave., Chicago, Ill 285 Madison Ave., New York City	R. C. Lebret		

F

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FAIRBAIRN ADVERTISING, JOHN B., *f* 438 Asylum St., Hartford, Conn.	J. B. Fairbairn Gilbert Schade		
FAIRFAX ADVERTISING AGENCY, INC., H. W., *a-e* 19 East 47th St., New York City	Fred. H. Mehle Otto Luther	Janice Hamilton Otto Luther	Bernice Funster Janice Hamilton
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FASHION ADVERTISING CO., INC. 315 West 37th St., New York City	Mervin Levine Jesse Levine	Jesse Levine	Mervin Levine
FAY ADVERTISING AGENCY, BERTRAND T. 390 Broadway, Albany, N. Y.			
FEDERAL ADVERTISING AGENCY, INC., *a-e-f-k* 444 Madison Ave., New York City	Robert Tinsman George Finley	Fred. C. Bruns Hugh I. Counsel	Joseph F. Beck Carl Brandt, Jr.
FEHLING & JOURDET, INC., *e* 1524 Chestnut St., Philadelphia, Pa.	Louis A. Fehling E. H. Samson		Louis A. Fehling
FENSHOLT COMPANY, THE, *a-f-j* 360 No. Michigan Ave., Chicago, Ill.	A. H. Fensholt Gertrude Freytag	F. A. Reynolds	A. H. Fensholt F. D. Ewing
FENTON, RICHARD L. 210 Riverway, Boston, Mass.	R. L. Fenton A. W. Waring	Mr. Fenton David R. Knox	Mr. Fenton Mr. Waring
FERGUSON ADVERTISING AGENCY 14th Floor, Allen Bldg., Dallas, Tex.			J. Neal Ferguson
FERRY-HANLY COMPANY, *a-e-f-k* 500 Fifth Ave., New York City	C. P. Hanly Wm. T. Geller	S. R. Goldfard	H. E. Lehman
3200 Fidelity Bank Bldg., Kansas City, Mo. 111 West Monroe St., Chicago, Ill.	H. B. Marshall	W. F. Elliott	M. E. Klein
FERTIG & COMPANY, INC., LAWRENCE, *a-e-f* 150 Madison Ave., New York City	Alexander Stavitt Ben Morse	Stanley Dusek	Elsie Meyer
FIELD ADVERTISING SERVICE, THE, *e* 507 Mutual Insurance Bldg., Indianapolis, Ind.	V. E. Field, Mgr.		N. E. Sherman
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(*Continued on page* 170)

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6306 Ellen Ave., N. W., Cleveland, Ohio			
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651 Avenida de Mayo, Buenos Aires, Argentina			
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258 Fifth Ave., New York City			
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2116 Keith Bldg., Cleveland, Ohio	H. G. Hill		M. R. Davies
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1214 Locust St., Philadelphia, Pa.			W. A. Fox
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Pure Oil Bldg., Chicago, Ill.			
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			C. F. Broeder
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570 Lexington Ave., New York City	G. P. Scorso	Ray Herrmann	G. P. Scorso
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420 Lexington Ave., New York City	R. S. Trowbridge		
FULTON, HORNE, MORRISSEY COMPANY, *c-e-f*	E. H. Morrissey	E. H. Morrissey	K. J. Hogan
612 North Michigan Ave., Chicago, Ill.	K. J. Hogan		

G

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
GALE & PIETSCH, INC., *c-e*	A. L. Gale	Richard F. Pietsch.	M. A. Kanealy
333 No. Michigan Ave., Chicago, Ill.	Richard F. Pietsch		
GALLAGHER, WALTER J., *c*	W. J. Gallagher	W. J. Gallagher	Miss H. Nathan
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GALLARD ADVERTISING AGENCY, *f*	Wm. J. Gallard		
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GAMBLE & CO., LTD., *c*	Thomas S. Gamble		
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GANS ADVERTISING AGENCY, *c*	Max Gans (O)	Geo. Winokur	E. J. Hensler
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(*Continued on page* 171)

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Continued from page 170

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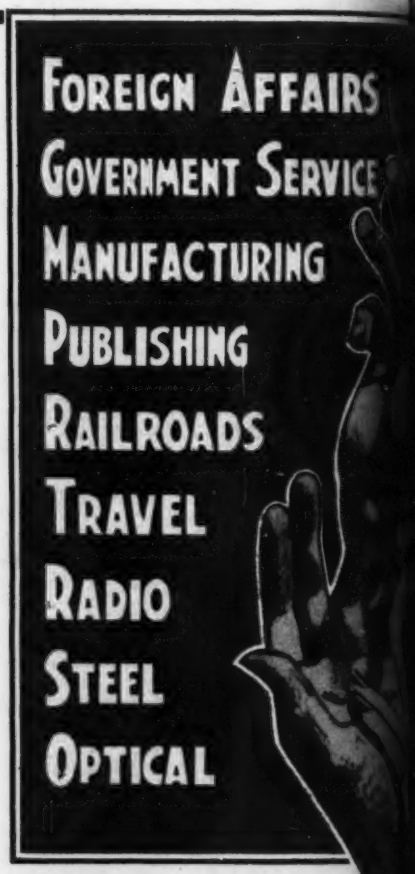

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★

The Radio Institute of the Audible Arts

Founded over a year ago by Philco Radio & Television Corporation to further advancement of education, art and music in radio broadcasting, The Radio Institute of the Audible Arts furnishes to editors, without charge, monthly program bulletins of recommended radio programs, studies by authorities of various phases of radio—music, children's programs, drama, etc.; special background articles, and in general, acts as a clearing house of information on the broad cultural and social phases of the radio. Pitts Sanborn, Director. Address: 80 Broadway, New York, N. Y.

★

Tanners' Council of America

National trade association for the tanning industry. Official source of information and statistics on uses of leather in shoe and other leather consuming industries. Educational material such as motion pictures and illustrated booklets available free. Cooperates with all agencies for protection of consumer. Assists newspapers and magazines on economic and social aspects of leather and allied industries. Chairman of the Board—Percival E. Foerderer. Executive Vice-President—Merrill A. Watson, 100 Gold Street, New York City.

★

Western Railways' Committee on Public Relations

P. G. Otterback, Assistant to the Chairman, devoted to the dissemination of information regarding the development and problems of the railroad industry. Address: 105 West Adams Street, Chicago, Ill.

★

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ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page* 171)

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
HINRICHSEN ADVERTISING AGENCY, F. A., *f.* Davenport Bank Tower, Davenport, Iowa		H. Wood Miller	F. A. Hinrichsen W. J. Henderson C. T. Hanson
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HOERLE-MARKS, INC 1776 Broadway, New York City	Helen Hoerle Maurice Marks	Douglas Simon Sidney Jerome	Anna Behman Chas. Morris
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HOFFMAN & YORK, *e-f* Century Bldg., Milwaukee, Wis.	Harry G. Hoffman. Wilford York Partners. Charles G. Strand	Leonora Booth	Wilford York
HOGAN ADVERTISING CO Hanan Bldg., Kansas City, Mo.	H. F. Hogan J. L. Corless	H. D. Watson H. D. Watson	J. L. Corless (AE) H. D. Watson (AE) Geo. Mirsky (AE)
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HOLST & MacFARLANE & MATSON Dillingham Transportation Bldg., Honolulu, T. H.	M. O. Holst M. O. Holst	F. E. Matson M. O. Holst	M. O. Holst F. E. Matson
HOMMANN, TARCHER & SHELDON, INC., *e-f* 500 Fifth Ave., New York City	J. D. Tarcher Jay Wieder	J. D. Tarcher A. E. Macon	Wm. E. Larcombe W. W. Kirchert Gosta Lewander
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HOPPER, A. RAYMOND 11 West 42nd St., New York City			
HORTON, A. HARRIS 10 Park Ave., New York City	A. Harris Horton A. Harris Horton	A. Harris Horton A. Harris Horton	A. Harris Horton
HOSMER AGENCY, GEORGE H 52 Chauncey St., Boston, Mass.	Geo. H. Hosmer		Geo. H. Hosmer
HOUCK & COMPANY, *b-f* 505 Shenandoah Life Bldg., Roanoke, Va.	C. B. Houck	Paul H. Long	C. B. Houck
HOUSTON ADVERTISING SERVICE CO 3312 Sunset Blvd., Los Angeles, Cal.	A. J. Houston (O).	C. L. Fine	M. Smith
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HOWER ADV. AGENCY CO., THE, *e-c* 413 Midland Savings Bldg., Denver, Colo.	C. M. Hower	Bradley Lane	C. M. Hower
HOYT COMPANY, INC., CHARLES W., *e-c-h* 11 East 36th St., New York City* 805 Main St., Hartford, Conn. 216 Tremont St., Boston, Mass.	Winthrop Hoyt N. S. Lampert	R. L. Talley M. Schnieringer	C. B. Donovan
HUBBELL ADV. AGENCY, INC., THE, *e* 1227 Prospect Ave., Cleveland, Ohio	Frank Hubbell Arthur Reimer	James D. Taplin	R. F. Moore I. M. Adams J. E. Mason
HUBER & CREEDEN 45 Newbury St., Boston, Mass.	Leo F. Creeden J. S. Geffin	E. J. Huber David Bond	J. S. Griffin
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HUGHES, WOLFF & COMPANY, INC., *e-c-f-j* Taylor Bldg., Rochester, N. Y.	F. A. Hughes J. P. McCarthy	J. B. Hartnett S. M. Crossett	John P. McCarthy
HULL & CO., INC., W. H. H., *e-c-h* 51 Madison Ave., New York City	Walter E. Bunnell	Dorothy Lamb Dorothy Lamb	John G. Lang
HUMBERT & JONES, *e-f* 228 East 45th St., New York City	Ralph C. Jones (O) B. Naumoff	J. R. Lowendahl	H. Deutsch
HUMMERT-HATFIELD CO 4415 Olive St., St. Louis, Mo.	C. P. Hatfield		C. P. Hatfield
HUMPHREY COMPANY, H. B., *e-c-h* 1235 Statler Bldg., Boston, Mass.	R. S. Humphrey G. L. Leonard	J. L. Watkins S. E. Gerard	
HUMPHREY, PRENTKE & ASSOCIATES, INC., *e* 948 Engineers Bldg., Cleveland, Ohio	H. E. Prentke H. E. Prentke	R. B. Humphrey Herbert W. Roth	R. B. Humphrey H. E. Prentke
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HURD ADVERTISING AGENCY, *e* 59 Cannon St., Bridgeport, Conn.	Ralph G. Hurd K. E. Bassett	Don Wier	
HURJA-JOHNSON-HUWEN, INC., *e* 58 E. Washington St., Chicago, Ill.	A. O. Hurja H. M. Bonner	A. O. Hurja T. Wyatt Nelson	H. M. Bonner
HUSBAND & THOMAS CO., INC., *e-c* 122 East 42nd St., New York City	David C. Thomas George Stengle	Arthur Gordon	
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HUTCHINS, JOHN B Box 1571, Atlanta, Ga.	John B. Hutchins		John B. Hutchins
HUTCHINSON ADVERTISING COMPANY, *e-c* 1000 Hodgson Bldg., Minneapolis, Minn. 540 North Michigan Ave., Chicago, Ill.	M. Hutchinson H. J. Mason	J. M. Bridge H. J. Mason	R. T. Klagstad
HYDE CO., THE MAURICE H 26 O'Farrell St., San Francisco, Cal.			

I

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
IBORAT INTERNATIONAL CORP 565 Fifth Ave., New York City			
INGALLS ADV., *e-c* 137 Newbury St., Boston, Mass.			
INGOLDSBY CO., WM. A 1110 Walker P. Story Bldg., Los Angeles, Cal.	Wm. A. Ingoldsby, Mgr. J. W. Ingoldsby	Art. W. Ingoldsby	Dorothy Freidt
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INTER-RACIAL PRESS OF AMERICA, INC., THE Chrysler Bldg., New York City	N. H. Seidman Phil. S. Mandel		Phil. S. Mandel
INVENTORS' ADVERTISING SERVICE P. O. Box 1742, Atlanta, Ga.	J. Hutchens, Dir.		
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IZZARD COMPANY, THE, *e-c-h* 418 Pike St., Seattle, Wash.* Rust Bldg., Tacoma, Wash. 811 West Seventh St., Los Angeles, Cal.	Wm. H. Horsley R. W. Andrews	H. O. Stone H. O. Stone	G. M. Nyman

J

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
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JACOBS AGENCY, DILLARD, *e-b-c* Candler Bldg., Atlanta, Ga.	J. D. Jacobs	D. M. Stone	R. S. Peacock
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JAROS CO 1440 Broadway, New York City	Gilbert Miller (O).	Gilbert Miller	Ernest S. Jaros Miss Anne Lane
JENKINS ADVERTISING, WILLIAM, *e-f* 220 So. 16th St., Philadelphia, Pa.	Wm. Jenkins (O). Jules Scalella	William Jenkins Jules Scalella	Regina F. King
JESSOP ADVERTISING Third Floor, Ohio Bldg., Akron, Ohio		Pat Dwyer	M. K. Jessop
JICKLING-DOW COMPANY Curtis Bldg., Detroit, Mich.	C. M. Jickling, John Dow, Partners.		
JOHNSON ADV. AGENCY, CARL O 324 So. Market St., Chicago, Ill.			
JOHNSON-DALLIS COMPANY, *b-c-h* 316 Glenn Bldg., Atlanta, Ga.	Ernest E. Dallis(O) Burton E. Wyatt		Mrs. Fain C. Thompson
JOHNSON ADVERTISING, MARION D 604 Milam Bldg., San Antonio, Tex.	Marion D. Johnson		
JOHNSON, READ & CO., INC., *e-f-h* 222 West Adams St., Chicago, Ill.	G. H. Read		
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JOHNSTON CO., THE LYLE T 1706 Olive St., St. Louis, Mo.	Lyle T. Johnston G. Schumeier		
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JOSEPH ADV. CO., INC 11 No. Pearl St., Albany, N. Y.	J. J. Mandelbaum Henry Block	Wm. J. Morris	Wm. J. Morris

K

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
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KAMPF ADVERTISING AGENCY, H 614 No. Wayne St., Piqua, Ohio	H. Kampf		
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KARCH ADV. AGENCY 280 Broadway, New York City			
KASTOR & SONS ADV. CO., H. W., *e-c* 360 No. Michigan Ave., Chicago, Ill.* Arcade Bldg., St. Louis, Mo.	Louis Kastor Harry R. White		H. H. Hudson
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KEANE, N. W., *c* 95 Nassau St., New York City			
KEECH & BECK ADV. AGENCY, *e* 551 Fifth Ave., New York City			
KEELOR & STITES COMPANY, THE, *e-f* 30th Floor, Carew Tower, Cincinnati, Ohio	Sells Stites Ross Mitchell	S. M. Levy H. G. Keelor	Sells Stites P. R. Hume H. G. Keelor
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KEIM ADVERTISING AGENCY 1523 Third Ave., New York City	George H. Hill		
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KELLY, NASON & ROOSEVELT, INC., *e-c* 30 Rockefeller Plaza, New York City 841 Monadnock Bldg., San Francisco, Cal.	John C. Kelly D. J. Gorman	J. H. Jackson Thos. W. Jarvis	Joseph Burland Geo. Foster, Asst.
KELLY & STUHLMAN, INC 1207 Mart Bldg., St. Louis, Mo.	C. F. Kelly, Jr. Virgil A. Kelly		Walter W. Zahrt
KELSEY COMPANY, FENTON 716 Peoples Gas Bldg., Chicago, Ill.	Fenton Kelsey Fenton Kelsey, Jr.	Fenton Kelsey Fenton Kelsey, Jr.	J. J. Schuch
KELSEY, PRINS & KEIFER, INC 6 East 45th St., New York City	C. T. Kelsey G. Lundquist	Charles E. Prins Fritz Kruse	G. Lundquist
KENYON & ECKHARDT, INC., *e-c-f-h* 247 Park Ave., New York City	Henry Eckhardt Wm. Preusser	Edwin Cox Stuart Campbell	Joseph A. Vesey
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KESSLER AGENCY, KARL W Worthington, Ohio			
KETCHUM, MacLEOD & GROVE, INC., *e-c-f-h* 2020 Koppers Bldg., Pittsburgh, Pa.	George Ketchum C. A. Fellows	Emil Hofsoos Ernest T. Giles Walter P. Glenn	C. D. Benner
KEY ADVERTISING COMPANY, THE, *e-c-f* 509 Southern Ohio Bank Bldg., Cincinnati, Ohio	Nathan P. Glueck Nathan P. Glueck	Samuel Glueck Edw. J. Deister	Samuel Glueck Burke Herrod Robert Assath
KIERNAN & CO., FRANK, *e-c* 41 Maiden Lane, New York City	Frank Kiernan, J. R. Kiernan, Partners. Chester Radven	John Morton George Poderson	
KIESEWETTER ADV. AGENCY, INC., H. M., *e* 9 East 40th St., New York City	E. T. Kiesewetter H. R. Sweet	Rudolf Wetterau	H. Mossinger
KIMBALL, HUBBARD & POWEL, INC., *e-c-f-h* 400 Madison Ave., New York City	F. G. Hubbard Harold Bowman	Harford Powel Millard Fairchild	F. G. Hubbard
KING, A. ROWDEN 14 Prospect Place, East Orange, N. J.	A. Rowden King H. L. Allen		
KINGSHALL ADV. AGENCY, INC., *e* 1041 E. Green St., Pasadena, Cal.	Chas. E. Sydnor Bert McCandless	Joe Starbuck	Chas. E. Sydnor
KIRCHER COMPANY, THE ALBERT, *f* 111 North Canal St., Chicago, Ill.	F. X. Kilduff L. H. Lasher	Victor A. Irvine T. P. Cunningham	Kenneth Werner
KIRKGASSER & CO., GEORGE J., *e* 400 N. Michigan Ave., Chicago, Ill.	Geo. J. Kirkgasser Miss A. A. Buchholtz		G. A. Kramer
KIRKPATRICK ADVERTISING SERVICE, W. S., *c-e* American Bank Bldg.,* Portland, Ore. Crocker Bldg., San Francisco, Cal. 1031 South Broadway, Los Angeles, Cal. 418 Pike St., Seattle, Wash.	W. S. Kirkpatrick Geo. M. Couche	Hi Jeness Geo. M. Couche	W. S. Kirkpatrick Hi Jeness
KIRTLAND-ENGEL COMPANY, *e-c* 646 N. Michigan Ave., Chicago, Ill.	R. M. Kirtland L. A. Clinnick	R. A. Bruce W. E. Sharer	L. A. Clinnick
KISS ADV. AGENCY, JOSEPH A 4828 Kenmore Ave., Chicago, Ill.	Joseph A. Kiss		
KLAU-VAN PIETERSOM-DUNLOP ASSOCIATES, INC., *e-c* 744 North Fourth St., Milwaukee, Wis.	W. F. Dunlap L. I. Archer C. F. Schilke	R. E. Oakes Harold V. Klau	A. Van Pieterson Lee I. Archer
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KLINE ADVERTISING AGENCY Kline Bldg.,* Lent, Ohio 3542 Cedarbrook Rd., University Heights, Cleveland, Ohio	Fred L. Kline, Mgr.		
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KOBBE, INC., PHILIP 19 West 44th St., New York City	Philip Kobbe Miss V. I. Mathews		Miss V. I. Mathews

(*Continued on page* 175)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 174)

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
KOHL AGENCY, Washington Bldg., Tacoma, Wash.	E. P. Kohl		
KOLLOCK ADVERTISING AGENCY, EDWARD D., c. 140 Federal St., Boston, Mass.	Ed. D. Kollock		Ed. D. Kollock R. L. Young
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KORN AGENCY, LOUIS ROBERT, Chapman Bldg., Portland, Me.			
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KREMER, INC., MERRILL, b-c, Exchange Bldg., Memphis, Tenn.	Ernest Lee	E. B. Greenhaw	Francis Howard Merrill Kremer
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KUDNER, INC., ARTHUR, a-c-h, 630 Fifth Ave.,* New York City New Center Bldg., Detroit, Mich. Albee Bldg., Washington, D. C.	Arthur Kudner Fred Wilson	James H. S. Ellis C. G. Christensen	Lucian L. King Daniel Pykett
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LANDSHEFT & BONNING, INC., a-c-f, 810 Liberty Bank Bldg., Buffalo, N. Y.	A. W. Landsheft	Pat Scibeta	
LANEY ADV. AGENCY, HORACE A., 574 Delaware Ave., Buffalo, N. Y.			
LANFORD AGENCY, H. G., Box 13, E. Atlanta Station, Atlanta, Ga.	H. G. Lanford		R. W. Lanford
LANG, FISHER & KIRK, INC., 302 Empire Bldg., Cleveland, Ohio	H. Jack Lang Robert O. Fisher		H. Jack Lang Alvin B. Fisher
LANPHER & SCHONFARBER, INC., a-c-f, 58 Weybosset St., Providence, R. I.*	G. Schonfarber Rose'l Edwards	Willard Lenz	Lawrence Lanpher
LA PORTE & AUSTIN, INC., c-f, 330 West 42nd St., New York City	F. B. Leedom H. L. Patrick		F. B. Leedom F. F. Casey
LARCHAR-HORTON COMPANY, a-c-f, 2200 Industrial Trust Bldg., Providence, R. I.	Elmer S. Horton Rav. C. R. Noren	Charles Arnold	Carroll H. Rickard
LASKY COMPANY, INC., 230 Elizabeth Ave., Newark, N. J.	J. S. Lasky Henry Kohel	A. W. Lewin, V.-P.	A. W. Lewin
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LAUESEN & SALOMON, c, 520 No. Michigan Ave., Chicago, Ill.			Miss H. M. Lauesen
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LEDDER CO., RALPH R., 714 Sycamore St., Cincinnati, Ohio	Ralph R. Ledder		
LEE ADVERTISING, c, 1783 Penobscot Bldg., Detroit, Mich.			
LEE, Jr., INC., J. WIDEMAN, c, 122 East 42nd St., New York City	J. W. Lee, Jr.		J. W. Lee, Jr.
LEE ADV. AGENCY, WILSON H., c-f, 246 Meadow St., New Haven, Conn. 301 John St., Bridgeport, Conn. 197 Asylum St., Hartford, Conn.	Wilson H. Lee Walter H. Blake	W. B. Crocker	J. H. Adams J. F. Bartean R. A. Peck R. E. Baird W. A. Brehle W. H. Blake
LEFTON CO., INC., AL PAUL, c-e, 1617 Pennsylvania Blvd., Philadelphia, Pa.* 521 Fifth Ave., New York City 425 No. Michigan Ave., Chicago, Ill.	Al Paul Lefton	M. S. Gladstone Hugh Genske	
LeGRAND, R. L., c, 34 West 33rd St., New York City			
LEHMAN ADVERTISING, HART, f, 1 West 34th St., New York City			Hart Lehman
LENNEN & MITCHELL, INC., a-c, 17 East 45th St., New York City	Philip W. Lennen M. J. Madar	Myron C. Perley	Cath. V. Parker Arthur H. Ude
LENOIR & SMITH, Insurance Bldg., Los Angeles, Cal.			
LEON ADV. AGENCY, AUDLEY K., c, 45 West 34th St., New York City			A. E. Donaldson
LEON, INC., S. R., 1775 Broadway, New York City	S. R. Leon Harry Jacknick	C. Coryn	
LeROY ADVERTISING AGENCY, Wood Bldg., Detroit, Mich.*	S. A. Wood	A. M. Flemming	
Le ROY ASSOCIATES, E. D., 713 Zuelke Bldg., Appleton, Wis.	E. D. LeRoy E. D. LeRoy	E. D. LeRoy K. C. Raets	E. D. LeRoy
LERAN ADV. AGENCY, H. E., c, 420 Lexington Ave., New York City			
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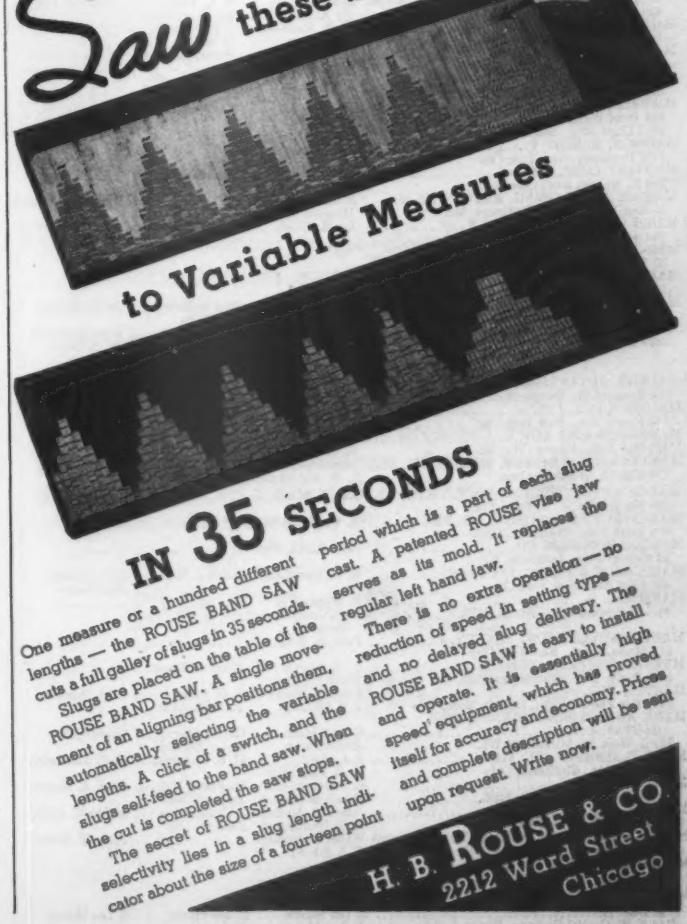
(Continued on page 176)



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(*Continued on page* 178)

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The future of color gravure can be predicted only after a look into its past. Today increasingly fine results in newspaper color rotogravure are beyond the dreams of the newspaper publisher a few years back. Newspaper color supplements and magazine sections are changing to gravure. The Research Laboratories are continuously studying possible improvements, not only in gravure inks, but in all steps of the procedure.

COLOR GRAVURE

Pressroom conditions change—plate imperfections occur, but jobs must be turned out. IPI Pressroom Service has a background of wide experience. IPI Driers, Compounds and Pressroom Equipment are the results of research and embody recently discovered chemicals and principles to overcome specific problems. For example, spraying to eliminate offset is best accomplished by a new device—SprayOmatic—distributed exclusively by IPI.

PRESSROOM SERVICE

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(*Continued from page* 176)

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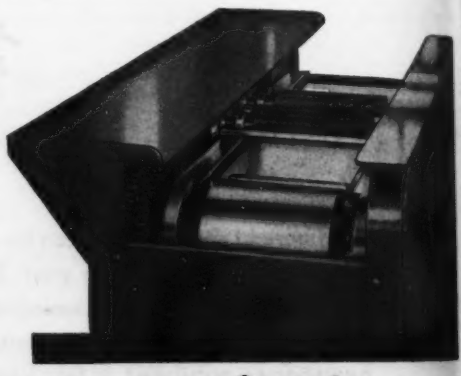
(*Continued on page* 179)



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Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
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Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
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REYNOLDS, MILO C. P. O. Box 288, Burlington, Vt.			Milo C. Reynolds
RICHARDSON, ALLEY & RICHARDS CO., *a-c-f-h* 370 Lexington Ave., New York City* Statler Office Bldg., Boston, Mass.	George Little, New York. E. L. Donley, Boston.	D. Uptegrove, New York. G. B. Hartwell, Boston.	H. M. Billerbeck
RICHARDSON-OSWALD, INC., *a-c-f* 1021 Guarantee Title Bldg., Cleveland, Ohio	W. E. Richardson F. J. Smith	Chas. Oswald	W. E. Richardson L. A. Yokey
RICKARD ADVERTISING AGENCY, INC., THE Trenton Trust Bldg., Trenton, N. J.	Geo. A. Rickard Geo. A. Rickard		Geo. A. Rickard
RICKARD & COMPANY, INC., *f* 330 West 42nd St., New York City	W. L. Rickard D. M. Howell	W. G. Morris	
RICKERD ADV. AGENCY, C. E. 644 Temple Ave., Detroit, Mich.	C. E. Rickerd K. L. Wright	J. Sill R. Au Werter	K. L. Wright
RIDGWAY COMPANY, *f* 1901 Locust St., St. Louis, Mo.	Norman Lewis A. Maescher, Jr.	George L. Shultz John Allen, Asst.	
RIEGEL & LEFFINGWELL, INC. 25 West 45th St., New York City	G. Frederic Riegel Morris B. Mines	G. Frederic Riegel Alice McL. Jones	W. M. Engelmann
RIESELBACH, ALLEN, *a* 823 No. Broadway, Milwaukee, Wis.	Allen Rieselbach Robert E. Hart		Robert E. Hart
RITCHIE ADVERTISING, DAVID G. 1022 Marine Bank Bldg., Houston, Tex.	David G. Ritchie J. Murray Hooke	J. Murray Hooke	David G. Ritchie J. G. Thompson
RITTER CO., INC., THE PHILIP, *a-c-h* 130 West 42nd St., New York City	Philip Ritter Frank Phares	Philip Ritter, Jr. Frank Phares	Geo. M. Mason
ROBBINS, INC., FRED A., *a-c-h* 360 No. Michigan Ave., Chicago, Ill.	Fred A. Robbins V. M. Volino		V. M. Volino Ralph N. Cushing
ROBERTS & ASSOCIATES, JOHN F. 613 Chamber of Commerce Bldg., Los Angeles, Cal.	John F. Roberts Dorothy Gordon	Allen Gardner	George R. Morrisey
ROBERTS & MacAVINCHE, *a-c* 30 No. Dearborn St., Chicago, Ill.	A. J. MacAvinche, (O)		F. Beard
ROBERTS & REIMERS, INC., *a-c* 551 Fifth Ave., New York City	M. H. Roberts		
ROBERTSON ADVERTISING, *c* 518 U. S. National Bank Bldg., Denver, Colo.	M. G. Robertson M. G. Robertson	Mary A. Robertson	
ROBESON & CO., INC Farmers Bank Bldg., Pittsburgh, Pa.	David E. Robeson	W. Russel Gard	
ROBINSON ADV. AGENCY, ELWOOD J., *a* 725 Security Bldg., Los Angeles, Cal.* 660 Market St., San Francisco, Cal.	E. J. Robinson Melvin A. Jensen	H. M. Bennett, Jr.	Robert F. Dennis
ROCHE, WILLIAMS & CUNNYNGHAM, INC., *a-c* 310 So. Michigan Ave., Chicago, Ill.* 1500 Chestnut St., Philadelphia, Pa. 601 Carpenter Bldg., Milwaukee, Wis.	J. P. Roche R. H. Stracke	J. P. Roche W. H. Savin G. S. Lyman H. C. Mundstock	F. H. Hakewill B. F. Abeling
RODEN, INC., LINCOLN Lewis Tower, Philadelphia, Pa.	Lincoln Roden, Jr. Pauline B. Peters		Lincoln Roden, Jr.
ROGERS ADVERTISING, E. C. 80 East Ave., Rochester, N. Y.	E. C. Rogers G. Dunkleberg	Phyllis Graff	Robert Eason George Tucker
ROGERS-GANO ADV. AGENCY, *a-b-c* 1008-1012 Bankers Mtge. Bldg., Houston, Tex.	Dale C. Rogers	Carl Sauer	
ROGERS, GANO & GIBBONS, INC., *c* 75 East Wacker Drive, Chicago, Ill.* Nat. Bank of Tulsa Bldg., Tulsa, Okla.	R. C. Gano		R. C. Gano, Tulsa J. B. Gibbons, Tulsa J. C. Bachrodt, Chicago Thos. J. O'Kane, Chicago R. B. Newell, Chicago
ROGERS & SMITH, *a-c-f* 812 Wholesale Merchants Bldg., Dallas, Tex.* 20 No. Wacker Drive, Chicago, Ill.	Walter E. Smith	H. Hungerford	
ROMER ADVERTISING SERVICE, *a-c-f* Woodward Bldg., Washington, D. C.	F. Romer W. C. Mitchell	W. E. Pell R. L. Frederick	J. Curtiss
ROONEY COMPANY, INC., ALFRED, *a* 7 Waters St., Boston, Mass.* 630 Fifth Ave., New York City 815 Superior Ave., Cleveland, Ohio	Alfred Rooney Albert Nimis	Frank Brennan William Schulhoff	Herbert Richland
ROOT-MANDABACH ADV. AGENCY Civic Opera Bldg., Chicago, Ill.			Perrin B. Root
ROSE-MARTIN, INC., *a-c-f* 21 West 46th St., New York City	I. W. Rose S. Brusk	J. B. Martin S. Brusk	C. J. McCracken G. Rundbaken
ROSENBERG CO., INC., ARTHUR, *a-c* 570 Seventh Ave., New York City	Arthur Rosenberg C. K. Kaufman	Brooks Farley T. Cooper	
ROSS ADV. AGENCY 444 Market St., San Francisco, Cal.	Gordon M. Ross W. W. Wellman		H. C. Wurts
ROSS ADVERTISING, INC., *a-c* 501 Standard Bldg., Ft. Wayne, Ind.	S. A. Ross C. W. Reiter	W. J. Lacroix G. R. Gawehn	S. A. Ross W. J. Lacroix
ROSS, INC., ALBERT M., *a* 122 East 42nd St., New York City	Albert M. Ross Ray Huhta	Ruth Roberts Ross Ed. Abel	E. Whitlock
ROSS-GOULD COMPANY, *a-c* 309 No. 10th St., St. Louis, Mo.	Herbert O. Ross Walter K. Eckles	Harry Meyer Arthur R. Squires	Harry Meyer
ROSSI & HIRSHSON 688 Pleasant St., New Bedford, Mass.	William Rossi G. W. Hirshon (O)		M. F. Smith
ROSSITER, INC., RALPH 29 West 57th St., New York City	Ralph Rossiter Jack Halpert	Lawrence A. Reis Lawrence A. Reis	Ross B. Fishman

(*Continued on page* 180)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 179*)

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
ROTH CO., D. WILLIAM 148-156 West 23rd St., New York City	D. Wm. Roth (O). Peter Schneider	E. Van Elkan	D. William Roth
RUCKLE ADVERTISING AGENCY 73 General Greene Ave., Trenton, N. J.*	Jos. N. Ruckle (O) J. N. Ruckle, Jr.	R. T. McArthur J. N. Ruckle, Jr.	J. N. Ruckle, Sr.
RUSSELL, INC., ROBERT C. 510 Plymouth Ave., Schenectady, N. Y.	R. C. Russell R. C. Russell	R. C. Russell E. McAvoy	R. C. Russell
RUTH ADVERTISING AGENCY 1350 Third Ave., New York City	Clyde E. Murray		Clyde E. Murray
RUTHRAUFF & RYAN, INC., *a-c-f-h* 405 Lexington Ave., New York City* 360 No. Michigan Ave., Chicago, Ill. 812 Olive St., St. Louis, Mo. 7430 Second Blvd., Detroit, Mich. 1031 So. Broadway, Los Angeles, Cal. 235 Montgomery St., San Francisco, Cal. Northern Life Tower, Seattle, Wash. 215 Pershing Road, Kansas City, Mo.	F. B. Ryan	G. Keegan J. Reichart W. Van Leyan	L. M. Malitz D. M. Gordon
RYAN, INC., LEWIS EDWIN, *a-c-f* 726 Jackson Place, Washington, D. C.	Lewis Edwin Ryan H. D. Baker		L. E. Ryan Mahlon Glascock Marie Hines
RYDER & INGRAM, LTD., *c* 337 17th St., Oakland, Cal.	R. H. Ryder		S. A. Ford
ST. CLAIR CO., INC., ROBERT, *f-h* 402 Second Nat. Bank Bldg., Wilkes-Barre, Pa.* 574 Chrysler Bldg., New York City	R. S. Conahay, Jr. T. A. MacQueen	Wilbur A. Myers Frank L. Quirk	
ST. GERMAIN ADV. AGENCY, THE FRED 510 Onondaga Co. Sav. Bank Bldg., Syracuse, N. Y.	Fred. St. Germain		M. St. Germain
SANDLASS, L. A., *c* 217 West Saratoga St., Baltimore, Md.			
SANDO ADV. CO., *c* 960 So. Meridian St., Indianapolis, Ind.			
SARGENT, PORTER, *c* 11 Beacon St., Boston, Mass.	Porter Sargent Anna Cruickshank	Alice Crane Gertrude Beck	Helen Priest Ann Carson
SAUNDERS COMPANY, RICHARD Harrison Bldg., Philadelphia, Pa.	R. J. McKeon F. E. Westlake	James E. Lynch Carlo Votti	M. P. Mallon James E. Lynch John D. Lucey
SAUSSY ADVERTISING, WALKER, *b* 1203 Canal Bank Bldg., New Orleans, La.	Walker Saussy (O). Douglas Jones	J. J. Wolf	
SAYRE CO., R. W., *c-f* 612 No. Michigan Ave., Chicago, Ill.			
SCHAFFNER ADVERTISING AGENCY, CLAUDE 77 Grove St., New Haven, Conn.	Claude Schaffner		
SCHECK ADVERTISING AGENCY, INC., *a-c* 9 Clinton St., Newark, N. J.* 565 Fifth Ave., New York City	Julius Scheck Melvin Bach	E. D. Barnham	Frank Craumer
SCHEEL ADV. AGENCY Newman Stern Bldg., Cleveland, Ohio			
SCHENKER COMPANY, THE 1014 Fullerton Ave., Chicago, Ill.	J. E. Schenker Lester Menken	M. Rickabough	J. E. Schenker
SCHWAB & BEATTY, INC., *a-c-h* 386 Fourth Ave., New York City	V. O. Schwab H. N. Abrams	V. P. Schwab R. Porter	R. W. Beatty
SCHWIMMER & SCOTT 75 East Wacker Drive, Chicago, Ill.*	R. J. Scott, Walter Schwimmer, Partners.		
SCOTT-TELANDER, INC., *c-f-j* 312 East Wisconsin Ave., Milwaukee, Wis.	N. L. Telander F. E. Bager, Jr.	M. A. Lemkuhl F. E. Bager, Jr.	N. L. Telander Harry H. Scott
SCOTT ADVERTISING AGENCY, WALTER 207 East 43rd St., New York City	Walter Scott L. C. Silverman	Walter Scott L. C. Silverman	M. B. Parmalee Lota Silverman
SCOTT'S AGENCY, INC. 45 Tremont St., Boston, Mass.	George L. Stingel		George L. Stingel
SCOVIL COMPANY, MEDLEY 20 Vesey St., New York City	E. Medley Scovil E. Medley Scovil		
SEARS AGENCY, E. WILLIAM 868 West Philadelphia St., Detroit, Mich.	E. Wm. Sears E. E. Sears		E. Wm. Sears
SEAVER-BRINKMAN-GERSTENBERGER, INC., *f* 1605 Guarantee Title Bldg., Cleveland, Ohio	C. A. Brinkman	John Brown	L. L. Gerstenberger
SEDGWICK CO., EDW. L., *c* 1304 Alliance Life Bldg., Peoria, Ill.			
SEEDS COMPANY, RUSSEL M., *a-c-f* 807-14 Lemcke Bldg., Indianapolis, Ind.	Paul Richey	Ben F. Caldwell	Jack Harding M. G. Lipson M. E. Hamer
SEGALL ADVERTISING AGENCY, THEODORE H. 544 Market St., San Francisco, Cal.	Theo. H. Segall (O)	Floyd Flair	
SEGAR ADVERTISING, ROSCOE W. 2125 N. E. 48th Ave., Portland, Ore.* Trust Bldg., Rockford, Ill.	Roscoe W. Segar Roscoe W. Segar	Roscoe W. Segar D. D. Fitchard	O. L. Ewing Roscoe W. Segar
SEHL ADV. AGENCY, *c* 360 No. Michigan Ave., Chicago, Ill.			
SEID ADVERTISING, FREDERICK 127 Montgomery St., San Francisco, Cal.* 1st National Bank Bldg., San Jose, Cal.	Frederick Seid (O). H. Lucke		
SEIDMAN, INC., S. T. 420 Madison Ave., New York City	S. T. Seidman Harold T. Bers	George Rupprecht	
SELLERS SERVICE, INC. 8 So. Michigan Ave., Chicago, Ill.	W. B. Bagglay		
SENSENIG, PETER A. Cor. W. Milton & Esterbrook Aves., Rahway, N. J.			Peter A. Sensenig
SEVERANCE COMPANY, MALCOLM Electric Bldg., Asbury Park, N. J.	Malcolm Severance V. T. Winslow		Malcolm Severance
SHAFFER BRENNAN ADV. CO., *a-c* 506 State Nat. Life Bldg., St. Louis, Mo.	T. D. Shaffer, Sam B. Margulis, Partners. I. Rosenfeld	E. H. Pins	T. D. Shaffer Sam B. Margulis R. C. Stricker
SHAFFER, J. ALBERT, *c* Evening Star Bldg., Washington, D. C.			
SHARP, WILLIAM B. 21 East Van Buren St., Chicago, Ill.	W. B. Sharp M. L. Pearson	D. N. Nichols	W. B. Sharp
SHARPE & CO., INC., W. W., *c-e* 51 Chambers St., New York City			
SHAW-BETTS, INC. Insurance Exchange Bldg., Denver, Colo.	R. J. Betts	C. W. Goodfellow	
SHECTER ADVERTISING AGENCY, LOUIS E. Hearst Tower Bldg., Baltimore, Md.	Louis E. Shecter		
SHEETS, J. WM., *c-e* Central Bldg., Seattle, Wash.			
SHELDON, MORSE, HUTCHINS & EASTON, INC. 420 Lexington Ave., New York City	W. H. Easton A. B. Daniels		
SHEPARD ADV., E. E., *c* 360 No. Michigan Ave., Chicago, Ill.			K. E. Shepard
SHEPHERD ADVERTISING, ROBERT L. 230 No. Michigan Ave., Chicago, Ill.	R. L. Shepherd		G. Preuss
SHOPE AGENCY, LESLIE 70 Fifth Ave., New York City			
SHUMWAY COMPANY, FRANKLIN P., *a-c-f* 453 Washington St., Boston, Mass.	F. P. Shumway W. K. Munroe		W. K. Munroe
SIDENER-VAN RIPER & KEELING, INC., *a-c-h* Circle Tower, Indianapolis, Ind.	Merle Sidener Horace Moorman	Dwight Reynolds	Don H. Collins
SIECK, INC., LTD., CHARLES, H., *c* 578-9 Chamber of Commerce Bldg., Los Angeles, Cal.	H. Charles Sieck James Trout	James Trout	H. C. Sieck
SILBERSTEIN, INC., ALFRED J., *c* 12 East 44th St., New York City	A. J. Silberstein J. A. Blattels	Alec Stone	
SILVER & DOUCE CO., INC., *b-c-f* 521-23 Massey Bldg., Birmingham, Ala.	Ralph R. Silver	Max Heldman	Ralph R. Silver Harry J. Douce
SIMMONDS & SIMMONDS, INC., *a-c* 201 North Wells, Chicago, Ill.	F. M. Simmonds, Jr. R. D. Henriques	C. O. Brewer Ernan A. Hole	C. O. Brewer F. M. Simmonds, Jr.
SIMPERS COMPANY, *c-h* Lewis Tower, Philadelphia, Pa.	Robert S. Simpers R. D. Pettitt	Marsh Watkins Frank Hector	E. M. Dart
SIMPSON ADVERTISING CO., *c* 915 Olive St., St. Louis, Mo.	Roy B. Simpson H. B. Simpson W. H. Miller		H. B. Simpson
SKINNER ADV. AGENCY, JAY H., *b* 805 Sterling Bldg.,* Houston, Tex. 320 San Jacinto Bldg., Beaumont, Tex.	Jay H. Skinner Dee Williams	Geo. Fulton	
SLACK, WALTER Drexel Bldg., Philadelphia, Pa.	Walter Slack		
SLOAN ADV., CHAS. M., *c-f* 8 So. Michigan Ave., Chicago, Ill.	Charles M. Sloan E. H. Stoog		Charles M. Sloan
SMALL, FRED GLEN 71 West 35th St., New York City			
SMAL.., KLEPPNER & SEIFFER, INC., *a* 469 Fifth Ave., New York City	Otto Kleppner		
SMITH ADV. CO., ALLEN C., *a-c* 20 West 9th St., Kansas City, Mo.	Allen C. Smith E. Blanke		Allen C. Smith E. Blanke H. Keller
SMITH & ANDERSON Luhrs Bldg., Phoenix, Ariz.		Doe Scott	
SMITH, BENNETT & SNOW 14 Ashburton Place, Boston, Mass.			
SMITH ADV. AGENCY, C. BREWER, *a-c* 27 School St., Boston, Mass.			
SMITH & DRUM, INC., *a-c-f* 650 So. Grand Ave., Los Angeles, Cal. 1519 Railroad Ave. So., Seattle, Wash. Woodlark Bldg., Portland, Ore. 310 Sansome St., San Francisco, Cal.	A. Carman Smith. A. J. Nack	A. Carman Smith	A. J. Nack
SMITH, HOFFMAN & SMITH, INC., *c-f* 323 Fourth Ave., Pittsburgh, Pa.	Lambert Smith M. D. Hessler	C. F. Hoffman	E. H. Bibbfish
SMITH CO., JOHN P. 195 Platt St., Rochester, N. Y.			
SMITH & ASSOCIATES, SAM K. Wm. Penn Hotel, Pittsburgh, Pa.			
SMITH, VICTOR A. 515 Madison Ave., New York City			
SMOOT ADVERTISING COMPANY 220 Eighth St.,* Parkersburg, W. Va. Fourth Ave. & Sixth St., Huntington, W. Va.	F. C. Smoot	L. M. Smith	
SNEIDER ADV. AGENCY, A. M., *c* 67 West 44th St., New York City	A. M. Sneider		
SNOW & STAFF, INC., WALTER B., *a-c-f-h* 1401-2 Statler Office Bldg., Boston, Mass.	Harold Bugbee		A. S. McKean
SONNENBERG, BENJAMIN 247 Park Ave., New York City			
SOUTHERN ADV. AGENCY 1812 Second Ave., Bessemer, Ala.			
SOUTHEASTERN ADVERTISING AGENCY, *a-b-c-f* 440 Whittaker St., Savannah, Ga.	John L. Williams (O) John L. Williams	John L. Williams	B. M. Williams
SPANGLER & BERRY ADV. AGENCY 1319 F St., Washington, D. C.			
SPARROW ADV. AGENCY, INC., *a-b-c* 700 Farley Bldg., Birmingham, Ala.	Paoli A. Smith E. L. Sykes	T. W. Godwin	John D. Duke
SPECTOR-GOODMAN ADV. AGENCY 75 East Wacker Drive, Chicago, Ill.	Sidney Spector, Edw. J. Goodman, Partners.	Ben Taylor	
SPELLMAN, PAUL J. Exchange, Orlando, Fla.			Paul J. Spellman G. B. Knight
SPIER & AARON SUSSMAN, INC., FRANKLIN, *a* 24 West 40th St., New York City	Franklin Spier Aaron Sussman (Treasurer)		L. H. Cooper
SPINNING, INC., ROLFE C., *a-c-f* 5057 Woodward Ave., Detroit, Mich.	Rolfe C. Spinning		Rolfe C. Spinning Wm. C. Dodge Paul H. Bruns John W. Taylor
SPIVAK ADVERTISING AGENCY, M. 350 Fifth Ave., New York City	Max Spivak Max Spivak		
SPOLANE COMPANY, FRED'K A. Chappaqua, N. Y.	Lester L. Richey	Fred'k A. Spolane. Evelyn C. Richey	Fred'k A. Spolane
SPROAT & CO., W. E. 520 No. Michigan Ave., Chicago, Ill.	W. E. Sproat	W. E. Sproat Geo. Hirschmann	R. E. Sproat
STAAKE & SCHOONMAKER COMPANY, *c* 1110 Amer. Nat. Bank Bldg., Kalamazoo, Mich.	Paul C. Staake, C. B. Schoonmaker, Partners.		Paul C. Staake C. B. Schoonmaker
STACK-GOBLE ADVERTISING AGENCY, *a-c* 8 So. Michigan Ave., Chicago, Ill. 400 Madison Ave., New York City 1397 Jefferson Ave. East, Detroit, Mich.	E. R. Goble M. E. Greenamyer, Chicago. J. Butler, New York W. Ralston, Detroit	J. A. Butler, New York E. Mendelsohn, Chicago. Jules C. Gerding	H. L. Hubshen F. M. Reed
STALEY ADV. AGENCY, INC. 233 West Jefferson St., Fort Wayne, Ind.	R. W. Staley D. Battershell	A. C. Staley James Higdon	A. C. Staley R. W. Staley
STANDISH ADV. AGENCY, GRANVILLE S., *a-c* 507 Union Trust Bldg., Providence, R. I.	G. S. Standish Leon H. Follett	Leon H. Follett	Miss M. T. Dow
STANFORD ADV. AGENCY, CALVIN, *b-c* Connally Bldg., Atlanta, Ga.	Calvin Stanford Cecil C. Fuller	H. L. Daugherty	Lester W. Cole
STAPLES & STAPLES, INC., *b-c* 10 So. 10th St., Richmond, Va.	Henry Lee Staples		
STARCH & STAFF, DANIEL, *a-c-h* 42 Quincy St.,*Cambridge, Mass. 420 Lexington Ave., New York City	Daniel Starch Rowland Creits	J. Waldron Hargitt Dean Avery	Gilbert Gould
STARK ADVERTISING AGENCY Architects & Builders Exhibit Bldg., Louisville, Ky.	H. B. Stark		
STEDFELD COMPANY, INC., THE H. L. 1775 Broadway, New York City	Harold L. Stedfeld, Raymond Aldred		C. E. Curya
STEIGMEYER ADVERTISING, CLEM J. 214 Central Bldg., Fort Wayne, Ind.	C. J. Steigmeyer, Cletus Junk	C. J. Steigmeyer	C. J. Steigmeyer Earle W. Moss
STENTOR ADVERTISING, *f* 1731 Park St., Hartford, Conn.	E. J. Owen A. Streen	D. C. Castle R. B. Benson	A. T. Smith E. O. Elmer
STERLING ADV. AGENCY, *c* 6 No. Michigan Ave., Chicago, Ill.			
STERLING ADV. AGENCY, *c* 700 So. Council St., Muncie, Ind.			
STERLING ADV. AGENCY, INC. 151 West 40th St., New York City	Jos. S. Edelman Jos. S. Edelman	A. Paderewski	Wm. Ferray
STERNAU, ARTHUR R., *c* 1700 Sansom St., Philadelphia, Pa.			
STERNBERG CO., INC., H. CUMNER 444 Madison Ave., New York City	H. S. Sternberg H. S. Sternberg	H. S. Sternberg H. S. Sternberg	
STERNFIELD-GODLEY, INC., *c* 280 Broadway, New York City	Samuel J. Godley Saul Kimmel	Earl R. Cotter Earl R. Cotter	R. Levinsohn
STEUERMAN ADVERTISING AGENCY, *a* 370 Lexington Ave., New York City	David Steuerman, Lillian Steuerman, Partners.	E. D. Hallock E. G. Vander	N. Fain
STEVERMAN ADVERTISING AGENCY 370 Lexington Ave., New York City		E. D. Hallock E. Vander	N. Fain D. Steverman
STEVENS AGENCY, THE HERMON W., *a-c* 305-7 Globe Bldg., Boston, Mass.			
STEVENS, INC., *c-f* 809 Assn. of Commerce Bldg., Grand Rapids, Mich.	Joe Stevens, Jr.		
STEVENS-DAVIS COMPANY, THE, *c-f* 1234 Jackson Blvd., Chicago, Ill.	O. D. Miller H. L. Lynn	Mark Robinson W. D. MacCourt	C. C. Swearingen
STEVENS ADVERTISING, FRED D., *h* 14 Devereux St., Utica, N. Y.	Fred D. Stevens (O)	Milton Davies	
STEVENS & WALLIS, INC. 45 W. on South Temple St.,* Salt Lake City, Utah First Nat. Bank Bldg., Ogden, Utah	S. A. Stevens	David W. Evans Charles Jacobsen	S. A. Stevens
STEWART-DAVIS ADVERTISING AGENCY, *a-c* 400 No. Michigan Ave., Chicago, Ill.			
STEWART, HANFORD & FROHMAN, INC., *a-c-f* 11 James St.,*Rochester, N. Y. 110 East 42nd St., New York City	Albert T. Stewart Elmer M. Kern	William E. Frank	S. H. Hanford R. S. Hanford R. M. Cole Jack Knabb L. A. Casier A. T. Stewart
STEWART-JORDAN COMPANY, THE, *a-c-h* 1320 Lincoln Liberty Bldg., Philadelphia, Pa.	Rowe Stewart H. J. Bub	H. J. Bub (Mgr.) Myron J. Sharp	Jane Warrington
STEWART-TAYLOR COMPANY 226 West Michigan St., Duluth, Minn.	M. I. Stewart L. E. Marvin	A. T. S. Yates N. A. Long	H. R. Langlie H. H. Sonnenberg W. R. Davis
STOCKMAN ADVERTISING AGENCY, A. M., *c-f* 30 Vesey St., New York City	A. M. Stockman	Edward Koma	
STOCKWELL & MARCUSE 1824 National Bank Bldg., Detroit, Mich.	Philip R. Marcuse, W. H. Stockwell, Partners. P. R. Marcuse	W. H. Stockwell	M. M. Day
STONE-STEVENS-HOWCOTT-HALSEY, INC., *b* 625 Whitney Bldg., New Orleans, La.	Roger T. Stone L. H. Stevens	L. H. Stevens	Miss M. Burvant

(*Continued on page 181*)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 180)

Name and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
STONETON ADVERTISING AGENCY 147 Water St., Hallowell, Maine		C. E. Stevens	E. M. Everett
STOREY, DANIEL H., *e* 1111 First St., Wausau, Wis.		Edmund Drover	Daniel H. Storey
STORM COMPANY, INC., CHARLES M., *a* 16 East 42nd St., New York City	Charles M. Storm. William Kaup	Allston E. Storm	Edward Klein
STORM & SONS, INC., JULES P., *a* 41 East 42nd St., New York City	Allston E. Storm W. L. Sullivan	Fred. Widlicka	Langdon K. Storm
STRAIN, INC., J. IRWIN, *e* Eutaw & Biddle Sts., Baltimore, Md.			J. Irwin Strain
STRANG & PROSSER ADVERTISING AGENCY, *a-e-h* Smith Tower, Seattle, Wash.	Wm. T. Prosser R. H. Burke	F. C. Doig George L. Hager	F. C. Doig J. R. Lunke
STREET & FINNEY, INC., *a-e* 330 West 42nd St., New York City	F. N. Finney F. Hellar	Frank Finney	John F. Mayer
STUART COMPANY, THE 50 Church St., New York City	William H. Stuart		
STUART, INC., CHAS. R., *a* 625 Market St.,* San Francisco, Cal. 1402 Park Central Bldg., Los Angeles, Cal.	Chas. R. Stuart Georgia Friedmann	Charles P. Johnson	Georgia Friedmann
SUEDHOFF ADVERTISING, *e* 921-25 Citizens Trust Bldg., Fort Wayne, Ind.	Carl J. Suedhoff Willard Scherer	O. Ferber Carl Frech	Carl J. Suedhoff
SUGDEN ADV. CO., J. L., *a-e* 207 No. Michigan Blvd.,* Chicago, Ill. Gas Electric Bldg., Rockford, Ill.	Geo. H. Hartman		E. K. Baker (AE)
SUMNER CO., INC., G. LYNN, *e-f-h* 285 Madison Ave., New York City	G. Lynn Sumner Wm. M. Curtis	E. G. Leonard	C. L. Youmans
SUN ADVERTISING COMPANY, *a-e-f* 2226 Madison Ave., Toledo, Ohio	S. A. Morrill Lee Slayton	Spencer Vanderbilt K. L. Snedecor	R. C. Carr
SUTCLIFFE CO., ADAM, *k* Box 1523, Providence, R. I.			
SUTHERLAND-ABBOTT, *f* 234 Clarendon St., Boston, Mass.	E. R. Sutherland, P. M. Abbott, Partners. M. D. Leonard	D. G. Fox	
SWAFFORD & KOEHL, INC. 551 Fifth Ave., New York City	Chas. K. Swafford.		E. Van Guilder (AE)
SWEENEY & JAMES COMPANY, THE, *a-e* 1501 Euclid Ave.,* Cleveland, Ohio 366 Madison Ave., New York City 2525 Firestone Blvd., Los Angeles, Cal.	John F. Sweeney L. H. Harvey	L. H. Harvey L. H. Harvey	W. B. Watterson
SWENSON CO., HILMER V., *a* 1861 Byron St.,* Chicago, Ill. 1127 Pine St., St. Louis, Mo.	Hilmer V. Swenson S. G. Johnson	Spencer Franc	O. L. Coe
SWISHER ADVERTISING SERVICE Mears Bldg., Scranton, Pa.	Charles C. Swisher. Charles C. Swisher	Charles C. Swisher. Charles C. Swisher	S. F. Williams
SWITZER ADV. SERVICE, *e* 31 East Georgia St., Indianapolis, Ind.	Carl R. Switzer		
SYLVERSON-KELLEY, INC., *a-e-h-k* 606 Mohawk Bldg., Spokane, Wash.	A. H. Syverson H. A. Brassard	Kermit C. Poorman	A. H. Syverson
T			
TAYLOR CO., ROBT. N., *e* 1700 Eye St., N. W., Washington, D. C.	Robt. N. Taylor		
TEAS, INC., PAUL, *f* 815 Superior Ave., N. E., Cleveland, Ohio	Paul Teas		
TEMPLE ADV. CO., *e* 635 Kansas Ave., Topeka, Kans.			
TENNESSEE ADV. CO 143 Tennessee Ave., La Follette, Tenn.			
THALLE ADVERTISING AGENCY 19 West 44th St., New York City	Robt. Blumenthal. B. Forman	B. Forman	
THIELECKE ADVERTISING AGENCY, HENRY F. Parkview Bldg., Colorado Springs, Colo.	H. E. Thielecke H. E. Thielecke	H. E. Thielecke H. E. Thielecke	M. L. Thielecke
THOMPSON ADV. AGENCY 12 West Madison Ave., Youngstown, Ohio	Ray M. Thompson	Albert Parella	Sara M. Spinks
THOMPSON ADVERTISING SERVICE 818 Oak St., Cincinnati, Ohio	Ida T. Hawes (O).	Mary Hawes Wood Virginia Meyer	
THOMPSON CO., H. A. 116 So. Salina St., Syracuse, N. Y.	H. A. Thompson		
THOMPSON COMPANY, J. WALTER, *a-b-e-f-h* 420 Lexington Ave., New York City* 410 No. Michigan Ave., Chicago, Ill. Shell Bldg., San Francisco, Cal. Edison Bldg., Los Angeles, Cal. Union Central Bldg., Cincinnati, Ohio Shell Bldg., St. Louis, Mo. Exchange Bldg., Seattle, Wash.	Stanley Resor		Sidney W. Dean, Jr., New York George Dibert, New York George Pearson, Chicago
THOMPSON-KOCH CO., THE, *e* 22 West 9th St., Cincinnati, Ohio	A. F. Baumgartner		
THORNDIKE, PRECISION ADVERTISING, RICHARD 1220 Industrial Trust Bldg., Providence, R. I.	Richard Thorndike		
THWING, INC., WALTER E., *a-e* 444 Madison Ave., New York City	Walter E. Thwing. David Altman		Walter E. Thwing F. J. Auslander
TIGER, A. AUGUST 964 Pearl St., Beaumont, Tex.			A. August Tiger Mildred Turney
TODD & ASSOCIATES, COLEMAN, *e-f* 801 Richland Trust Bldg., Mansfield, Ohio	Coleman B. Todd P. J. Linster	Coleman B. Todd	A. W. Palmer, Jr.
TOKAR, ALFRED F 266 Kerr Ave., Newark, N. J.			
TOLLE & ASSOCIATES, NORMAN W. *k* 631 Third Ave., San Diego, Cal.	Norman W. Tolle Muriel M. Tolle	Ed. C. Northridge.	Norman W. Tolle
TOMASCHKE-ELLIOTT, INC., *e* 1624 Franklin St., Oakland, Cal.	F. L. Tomaschke Z. L. Ward		Wallace F. Elliott
TOMOWSKE ADVERTISING AGENCY, *a-e-h* 616-7 Chronicle Bldg., Spokane, Wash.	Ernest Tomowske.		Ernest Tomowske
TOPPING & LLOYD, INC., *a-e-f* 485 Madison Ave., New York City	Laurence M. Lloyd	Morris H. Kates	Francois J. Leiss
TOVE, H. B. 100 Gold St., New York City			
TOWELL, INC., ARTHUR, *e* 119 Monona Ave., Madison, Wis.	Arthur Towell Ralph Timmons	Frank R. Lathers	
TOWER ADV. AGENCY, *e* 430 No. Michigan Ave., Chicago, Ill.	Maruice A. Berman		
TOWNE, W. L. 210 Madison Ave., New York City			
TOWNSEND ADV., N. M., *e* Hastings, Mich.			
TRACY-LOCKE-DAWSON, INC., *a-b-e-f-h* 22 East 40th St., New York City* 1931 Elm St., Dallas, Tex.	Shelley Tracy Howard McGhee, New York. Ralph H. Robins, Dallas.	Raymond P. Locke, Dallas. M. Darmstadter Marshall Roland, Dallas. Glenn Pierce, New York.	H. E. Hendrick, New York. Monty Mann Dallas. M. Messina, New York.
TRACY-PARRY COMPANY, INC., *e* 816 Public Ledger Bldg., Philadelphia, Pa.	Wm. B. Tracy L. C. Sossaman	Watson F. Buhler. L. C. Sossaman	
TRACY, INC., W. I. 205 East 42nd St., New York City	Frank S. Kent C. R. Holmberg	Hugh Donnell	
TRADES ADVERTISING AGENCY, *a-h* 180 Madison Ave., New York City	G. W. Lindsey (O). G. Walter Lindsey		Josephine Cone
TRAUTMAN ADVERTISING AGENCY, RAYMOND D. 510 Walnut St., Reading, Pa.	Ray. D. Trautman		
TURNER ADVERTISING, JAMES H., *e* 520 No. Michigan Ave., Chicago, Ill.	James H. Turner J. Gordon Turner		John K. Turner
TUTHILL ADVERTISING AGENCY, INC., *a-e-f* 1133 Broadway, New York City	L. W. C. Tuthill G. E. Williams	G. E. Williams	R. I. Coley
TYNION ADVERTISING, DAVID A., *e* S. A. & K. Bldg., Syracuse, N. Y.	David A. Tyson		R. S. Valentine
TYSON & COMPANY, INC., O. S., *e-f-h* 220 Park Ave., New York City* 3701 No. Broad St., Philadelphia, Pa.	Oscar S. Tyson Edward R. Schern	L. W. Seeligsberg D. W. Waterbury	Oscar S. Tyson Edward R. Schern L. W. Seeligsberg D. W. Waterbury
U			
ULLMAN ORGANIZATION, THE ROLAND G. E. 1520 Locust St., Philadelphia, Pa.	R. G. E. Ullman Mrs. A. A. Schenck	Earle Kirkbride	H. M. Buckman Nan M. Collins Jack E. Midwood
UNITED ADVERTISING AGENCY, *e* Raymond-Commerce Bldg., Newark, N. J.	Theo. S. Fettinger. Benj. C. Green	T. S. Fettinger Max Green	E. F. Fettinger
UNITED ADV. AGENCY, INC., *e* 8 West 40th St., New York City Lefcourt-Newark Bldg., Newark, N. J. 44 Smith St., Paterson, N. J. 833 Smith St., New Haven, Conn.			
UNITED ADVERTISING COMPANIES, INC., *a-e* 205 No. Michigan Ave., Chicago, Ill. 321 Securities Bldg., Des Moines, Iowa	N. J. McMahon E. H. Larson		N J. McMahon E. W. Clements J. E. Gessner S. D. Cates
UNITED SERVICE ADVERTISING, *e* 972 Broad St., Newark, N. J.	Emanuel London Morris London	Charles Beckman Robt Trowbridge	Emanuel London Nathan London
UNITED STATES ADVERTISING CORP., *a-e-f* 240 Huron St., Toledo, Ohio* 250 West 57th St., New York City 612 No. Michigan Ave., Chicago, Ill. 2226 Dime Bank Bldg., Detroit, Mich. First Nat. Bank Bldg., Baltimore, Md.	Ward M. Canaday. Leon Cohen, Chicago. H.D.McNaughton, Toledo.	W. K. Ziegfeld H. D. McNaughton	Carl U. Fauster Harold V. Barrett C. Wohlpart, New York.
UNIVERSAL ADV. AGENCY 238 Pleasant St., Malden, Mass.	C. E. Worthen		
UNWIN ADVERTISING AGENCY 5144 Fourteenth Ave., Detroit, Mich.	B. V. Unwin B. G. Unwin	E. J. Barrows	B. V. Unwin B. G. Unwin
V			
VAN-AUKEN-RAGLAND, INC., *e-f* 1711 Daily News Bldg., Chicago, Ill.	K. L. Van Auken		
VANDEN COMPANY, INC., THE 612 No. Michigan Ave., Chicago, Ill.	G. W. Vanden P. L. Littlewood		
VAN DUSEN & CARTER ADV. AGENCY 154 West Michigan Ave., Jackson, Mich.			
VAN HECKER-MACLEOD, INC., *e* 59 East Van Buren St., Chicago, Ill.	C. E. Van Hecker. B. Hall	E. H. MacLeod S. Skibo	M. Miller
VAN SANT, DUGDALE & COMPANY, INC., *a-e-f-h* Court Square Bldg., Baltimore, Md.	W. N. Van Sant H. G. Erck	J. P. Daiger Don Hurlbut	C. M. Buchanan
VAN TINE, RUSSELL H. 1500 Chestnut St., Philadelphia, Pa.	R. H. Van Tine (O) M. A. Baxter	William C. Blood	
VARNEY ADVERTISING AGENCY, CLYDE 939 Penobscot Bldg., Detroit, Mich.	Clyde Varney (O). D. H. Lower		
VARS, INC., ADDISON, *a-e-f* 344 Delaware Ave., Buffalo, N. Y.	Addison F. Vars H E Close	K. S. Duffes Alex Hareski	H. H. Church
VAUGHAN ADVERTISING, BURTON E., *a-b-e* 604 Pyramid Life Bldg., Little Rock, Ark.	Burton E. Vaughan Burton E. Vaughan	Alvin L. Kline Robert E. Leigh	Alvin L. Kline
VAUGHAN COMPANY, DAVID M., *f* 23 East Jackson Blvd., Chicago, Ill.	David M. Vaughan		
VAUTRAIN ASSOCIATES, INC., CHARLES E. 560 Dwight St., Holyoke, Mass.	Chas E. Vautrain. Robt C. Vautrain	Stephen F. Tucker. Walter J. Coffey	Chas. E. Vautrain
VENABLE-BROWN COMPANY, *a-e-f* 211 East 4th St., Cincinnati, Ohio	Bryant Venable, Bruce W. Brown, Partners. P. R. Harrover	P. R. Harrover	Bryant Venable Bruce W. Brown
VERRALL, EDWIN H 35 East Wacker Drive, Chicago, Ill.			
VINCENT & VINCENT Artisans Bldg., Portland, Ore.	Fred W. Vincent	K. Ries	
VIRG AGENCY 403 Title Bldg., Spokane, Wash.			
VLCHEK ADV. AGENCY, GORDON, *e* 423 Rockefeller Bldg., Cleveland, Ohio	Gordon Vlchek	B. Ben Rochlus	
VOGAN & ASSOCIATES, A. S. 318 Cleveland Ave., N. W., Canton, Ohio	A. S. Vogan P. M. Holsing	J. V. Flagmeier	
VOGEL & CO., JOSEPH S. 24 Commerce St., Newark, N. J.	Joseph Spiel Vogel.		
VOLKMAN ADV. AGENCY, *e* 130 West 42nd St., New York City	Philip Ritter		F. M. Ebeling
VON ARX AGENCY 4431 Wilcox St., Chicago, Ill.			
VON GLAHN, D. 2906 Woolworth Bldg., New York City	D. Von Glahn	A. G. Mackey	H. Von Glahn
VOORHEES & COMPANY 116 Nassau St., New York City			J. S. Voorhees H. R. Voorhees
VOX COMPANY OF ADVERTISING, INC., THE. 22 West 48th St., New York City	Jack Rauch Julius T. Klein	Egon Hood	Stuart A. Sands
VREDENBURGH-KENNEDY CO., INC., *a-e* 515 Madison Ave., New York City	H. P. Tait		
W			
WADE ADVERTISING AGENCY, *a-e-k* 208 West Washington St., Chicago, Ill.	A. G. Wade (O) G. A. Warne	W. A. Wade	Edw. N. Nelson
WADSWORTH & WALKER, INC., *a-e-f* 369 Lexington Ave., New York City	R. M. S. Walker B. B. Halleck	Clark R. Jackson B. B. Halleck	R. K. Wadsworth R. M. S. Walker Marvin Casmir
WAGENSEIL & ASSOCIATES, HUGO, *k* 834 Third Nat'l Bldg., Dayton, Ohio	Hugo Wagenseil W. J. Staggs	R. Kircher Mahlon Hipple	R. Kircher Hugo Wagenseil
WALD ADVERTISING AGENCY, S., *e* 130 West 42nd St., New York City	Sam Wald	Seymour Fogelson. Sam Weissman	F. Wald
WALES ADVERTISING COMPANY, INC., *a-e-f-h* 230 Park Ave., New York City	James Albert Wales L. S. Follett	James Albert Wales L. S. Follett	J. A. Wales, Jr.
WALKER ADVERTISING AGENCY, *a-e-f* Russ Bldg., San Francisco, Cal.	Shirley Walker		
WALKER COMPANY, W. E. 111 King St., Madison, Wis.	W. E. Walker		W. E. Walker
WALKER & DOWNING, *a-e-f-j* Oliver Bldg., Pittsburgh, Pa.	William S. Walker.		H. S. Downing
WALKER-RACKLIFF CO., THE 15-23 Dickerman St., New Haven, Conn.	John R. Kenyon	Robert H. Heller	
WALLIN, JR., & STAFF, IVAR F. 3815 Beverly Blvd., Los Angeles, Cal.	I. F. Wallin, Jr. (O) R. C. Mitchell	W. H. Underwood.	Ivar F. Wallin, Jr.
WALLINGFORD, D. K. 119 Massachusetts Ave., Boston, Mass.			
WALSH, PALMER, WILSON 342 Madison Ave., New York City			
WALTER, INC., A. D., *k* 601 Granite Bldg., Pittsburgh, Pa.	A. D. Walter Elisabeth Gwyer		
WANK & WANK, *e* 580 Market St., San Francisco, Cal.			
WARDELL ADVERTISING CO., S. E. 154 Nassau St., New York City	S. E. Wardell P. C. Wildermuth	R. C. Wardell	John Boresan
WARMAN & HALL, INC., *e* 433 Jackson Bldg., Buffalo, N. Y.	Robert B. Warman Walter K. Naylon	Henry L. Barber E. L. Davenport	G. P. Buente (AE)
WARNER CO., INC., MASON, *a-e-h* 360 No. Michigan Ave., Chicago, Ill.	Mason Warner M. M. Warner	William Kuns	D. D. Warner
WASSON ADV. CO., I. B., *a-e* Manufacturers Exch. Bldg., Kansas City, Mo.	I. B. Wasson (O) I. B. Wasson		Ines Bowen
WATERS & ASSOCIATES, INC., NORMAN D. 1140 Broadway, New York City	Norman D. Waters Louis Landesman	Howard Wilson Milton M. Klein	
WATERS & McLEOD, *e* 1206 Maple Ave., Los Angeles, Cal.			J. A. C. Waters
WATSON & COMPANY 15th & Locust Sts., Philadelphia, Pa.	W. D. Watson, Jr. Henry D. Watson	Karl Graybowski	
WATTS—ADVERTISING, INC., DON 502 World Bldg., Tulsa, Okla.	Don Watts Pauline Randall	Oscar Payne A. C. Pfeiffer	Don Watts Oscar Payne
WAYNESBORO ADVERTISING AGENCY Anthony Wayne Hotel, Waynesboro, Pa	J. A. Knupp		
WEAVER ADV. AGENCY, LUTHER P., *e* 200 Globe Bldg., St. Paul, Minn.			

(Continued on page 182)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page* 181)

Names and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
WEBB ADVERTISING, D. STUART 306 No. Gay St., Baltimore, Md.	D. Stuart Webb L. E. Davis		
WEBB ADV. CO., FRANK D., *a* 10 West Read St., Baltimore, Md.	Frank D. Webb Calvert Chapline	Calvert Chapline	Frances D. Webb
WEBB ADVERTISING, HENRY U. B. Bldg., Dayton, Ohio			Henry Webb
WEIDENHAMER & ASSOCIATES, JOHN P. 261 Seneca St., Harrisburg, Pa.	J. P. Weidenhamer Frank F. Bratten	Daniel Bates	J. P. Weidenhamer
WEILER ADV. AGENCY, SIDNEY H., *a-e* 1420 Chestnut St., Philadelphia, Pa.*	S. H. Weiler (O) M. W. Aaron	G. Beckinbaugh G. Beckinbaugh	Sidney H. Weiler Samuel Taubman M. W. Aaron
WEILL CO., INC., THE ARMAND S. 17 Court St., Buffalo, N. Y.	Armand S. Weill H. C. Desbecker	Armand S. Weill Victor Aures	Armand S. Weill H. C. Desbecker
WEINBERG ADVERTISING CO., MILTON, *f* 325 West 8th St., Los Angeles, Cal.	Milton Weinberg		E. Cousino
WEINGARTEN ADVERTISING AGENCY, M., *e* 45 West 34th St., New York City	J. Weingarten E. Levine	B. Kraemer	
WELLER SERVICE, INC. Studio 4, Pacific Bldg., Portland, Ore.	E. R. Weller Elwood Enke	Duane Spencer	Elwood Enke
WELLS ADVERTISING AGENCY 77 No. Washington St., Boston, Mass.	Wilfred B. Wells		
WEMPLE & SMITH ASSOCIATES 310 Pine St., Green Bay, Wis.			
WENDT ADVERTISING AGENCY 1060 Spitzer Bldg., Toledo, Ohio	Harold F. Wendt John Blum	H. F. Wendt Frank Sottek Kern Kalmbach Burton Singer	Harold F. Wendt H. H. Strahlem
WERTHEIM ADV. AGENCY, J. L., *a* 401 Broadway, New York City			
WERTHEIMER CO. ADVERTISING, INC., L. D., *a-e-h* 230 Park Ave., New York City* 230 No. Michigan Ave., Chicago, Ill.	E. D. Schmerler A. Calanese	W. D. Christman	Mark Mitchell
WESLEY ASSOCIATES, *a-f* 225 West 34th St., New York City	Harold G. Wesley, Leland G. Wesley, L. Fairweather, Partners. Clifford A. Rathkopf		Harry Weiner
WESTCO ADVERTISING AGENCY 206 Sansome St., San Francisco, Cal.	E. E. Sylvestre J. C. Cummings		R. W. Stafford
WESTERN ADVERTISING AGENCY, *a-e-h* 214 Fifth St., Racine, Wis.* 35 East Wacker Drive, Chicago, Ill.	G. B. Gunlogson R. J. Wentzel	Al. Mayer	T. J. Brokaw K. J. T. Ekblaw
WESTERN AGENCY, INC., *a-e* 663 Skinner Bldg., Seattle, Wash.* 307 Mills Bldg., San Francisco, Cal.	B. N. Hutchinson Miss D. Bennett		Ed. P. Ferry
WESTERN ADVERTISING CO., INC. 1202 Kettner Blvd., San Diego, Cal.	Royal B. Lee	E. C. Northridge	R. B. Lee
WESTHEIMER & COMPANY, LOUIS E., *a* 317 No. 11th St., St. Louis, Mo.			
WESTON-BARNETT, INC., *a-e* Arts & Crafts Bldg., Waterloo, Iowa 520 No. Michigan Ave., Chicago, Ill.	Wells H. Barnett	Leslie Lewis	Wells H. Barnett A. C. Barnett, Chicago. Philips Taylor, Waterloo.
WHALEN ADVERTISING CO., FRANK E., *a-e-f* 1204 Insurance Exchange Bldg., Kansas City, Mo.	Frank E. Whalen James R. Reese	Dan Jacobson	Frank E. Whalen James R. Reese Townsley N. Roby Paul W. Limerick Harold Kaufman
WHEELER, FREGEAU & ASSOCIATES 539 East Town St., Columbus, Ohio	T. L. Wheeler, Jr. L. N. Fregeau	Norbert Gainey	
WHITE ADVERTISING AGENCY 301 Henry Ave., S. E., Grand Rapids, Mich.	Georgia E. White	Georgia E. White Carl Clum	Cecile J. Thomson
WHITE CO., FRANK E., *e* 509 17th St., Denver, Colo.			
WHITE LOWELL CO., INC., *a-e* 369 Lexington Ave., New York City	Harold A. White Harrison J. Cowen	Louis Dausse	J. J. Hagan J. R. Rabin, Asst.
WHITTEN, INC., EDMUND S. 216 Tremont St., Boston, Mass.	Edmund S. Whitten		
WIERENGO & STAFF, JOHN L., *c-f* Bldg. & Loan Bldg., Grand Rapids, Mich.	J. L. Wierengo	Geo. Hebden G. E. Oswald	J. L. Wierengo
WILDRICK & MILLER, INC., *e* 630 Fifth Ave., New York City	George L. Miller		
WILLIAMS, ALBERT D., *e* Box 1346, Charleston, W. Va.			
WILLIAMS & BRAMEN, *f* 343 So. Dearborn St., Chicago, Ill.	David Bramen, B. W. Williams, Partners.		Edward M. Stern
WILLIAMS & CO., JOHN D. 7 Water St., Boston, Mass.			John D. Williams Chas. H. Elliott W. S. Curtis
WILLIAMS & SAYLOR, INC., *a-e-f* 485 Madison Ave., New York City	Ralph W. Williams M. J. Osias	W. F. Adams Kurt Josten	Gertrude Linker
WILLIAMS, INC., OTIS CARL. 201 Commercial St., Worcester, Mass.	C. J. Spaulding H. E. Gustavson	C. J. Spaulding M. E. Ellsworth	C. J. Spaulding
WILLIAMS ADVERTISING, W. J. 413 Pythian Bldg., Kalamazoo, Mich.			W. J. Williams Wilson Barrett
WILLIS CORP., P. P., *a* 105 West Adams St., Chicago, Ill.	P. P. Willis		C. M. Faben
WILLMAN ADVERTISING SERVICE 715 Rush St., Chicago, Ill.	Philip E. Willman		
WILSON, INC., EDWIN BIRD, *a-h* 120 Wall St., New York City	Edwin Bird Wilson John F. Donlon	T. A. Cummings	
WINDOW DISPLAY RENTAL SERVICE Breesemont Ave., Riverside, Conn.	H. F. Price	H. F. Price H. F. Price	
WINNINGHAM, INC., C. C., *e* 11-230 General Motors Bldg., Detroit, Mich.	C. C. Winningham Geo. B. Sherman		
WINTER ADVERTISING AGENCY, N. A. 701 Register & Tribune Bldg., Des Moines, Iowa	N. A. Winter		
WINTERNITZ & CAIRNS, *f* 45 East 17th St., New York City	Robt. Winternitz, J. A. Cairns, Partners. A. Fisher	Fritz Kruse	
WITMER & WITMER ADV. AGENCY 7316 Main St., Kansas City, Mo.	D. W. Witmer		D. W. Witmer
WITTE & BURDEN, *f* 8826 Third Ave., Detroit, Mich.	Paul F. Witte, W. W. Burden, Partners. K. A. Frostic		
WOHL & CO., BERNARD 717 Fox Theatre Bldg., Detroit, Mich.			
WOLAVER ADV. AGENCY, E. D. 750 Prospect Ave., Cleveland, Ohio			
WOLCOTT & HOLCOMB, INC., *a-f* 80 Federal St., Boston, Mass.	Roger Wolcott M. Sullivan	Stuart Paine	
WOLFF & ASSOCIATES, ED 428 Taylor Bldg., Rochester, N. Y.	Ed Wolff (O) Henrietta S. Fesser		Henrietta S. Fesser
WOLFF ADVERTISING, MAURICE 801 Wesley Temple Bldg., Minneapolis, Minn.			
WOOD PUTNAM & WOOD CO., *a* 209 Washington St., Boston, Mass.	A. H. Wood, Sr. A. H. Wood, Jr.	Chas. J. Alson A. H. Wood, Jr.	M. L. Ayers
WOODMAN-STEWART CO., *a-e* 520 No. Michigan Ave., Chicago, Ill.	J. L. Stewart Joseph Furth	Ray Frey	J. L. Stewart
WOODS CO., MERRILL J., *e* 1105 Inland Bldg., Indianapolis, Ind.	Merrill J. Woods A. L. Golay	Fred B. Beeson	
WOOLLEY & HUNTER, INC., *a-e* 306 Steel Bldg., Denver, Colo.	Cloyd F. Woolley E. M. Hunter	Cloyd F. Woolley Harold A. Wolfinbarger, Jr.	M. L. Mulligan
WORLD WIDE ADVERTISING CORP., *a-e* 11 West 42nd St., New York City	Emil Scholz Ellis J. Finch	H. S. Zoll	Ellis J. Finch
WRIEDEN & LINDEMAN Holland, Mich.			
WRIGHT, GEORGE WILFRED 40 Clinton St., Newark, N. J.			
WRIGHT Company, W. L., *e* 82 St. Paul St., Rochester, N. Y.	W. L. Wright M. S. Jorgenson	W. L. Wright R. E. Wright	W. L. Wright R. E. Wright
WULF ADVERTISING AGENCY, FRANK M. 2827 Euclid Ave., Cleveland, Ohio			
Y			
YATES, FRED D., *a-e* 150 Nassau St., New York City			
YOST ADVERTISING AGENCY, CHARLES E., *a-e* Henry W. Oliver Bldg., Pittsburgh, Pa.	Charles E. Yost Charles E. Yost, Jr.	C. D. Pettingill	L. H. Neiplin E. G. Denslow
YOUNG & ASSOCIATES, INC., C. L., *e* 620 West 10th St., Los Angeles, Cal.	Calvert L. Young		
YOUNG ADV. AGENCY, LLOYD W. 1740 East Twelfth St., Cleveland, Ohio	Lloyd W. Young		
YOUNG & RUBICAM, INC., *a-e-h* 285 Madison Ave., New York City* 221 No. La Salle St., Chicago, Ill. 7430 Second Blvd., Detroit, Mich. Young & Rubicam, Ltd. University Tower, Montreal, Que.	Chester J. La Roche John F. Aldinger	C. L. Whittier, V.-P. B. V. Flannery	Robert E. Clayton Edward J. Byrne Thomas Hackett Abram B. Pratt Volney F. Richter
YOUNT COMPANY, THE, *e* 705 State St., Erie, Pa.	M. A. Yount	Russell N. Adam	M. A. Yount
Z			
ZABEL COMPANY, EDWARD W., *f* 230 No. Michigan Ave., Chicago, Ill.	E. W. Zabel Earl C. Janson	Ethel Janson	Earl C. Janson
ZABIN ADV. AGENCY, ALFRED P., *e* 56 West 45th St., New York City	Alfred P. Zabin M. Samuels	Alfred P. Zabin	R. Samuels
ZIMMER-KELLER, INC., *a-e* 2210 Park Ave., Detroit, Mich.	Walter F. Zimmer Sadie McLeod	Ralph E. Keller Raplh E. Keller	Henry R. Klein
ZINN & MEYER, INC., *a-e* 1619 Broadway, New York City	Richard A. Zinn J. S. Meyer	R. A. Zinn Gerald Stocker	R. M. Grosse
ZIV, INC., FREDERIC W., *e* 1407 Ingalls Bldg., Cincinnati, Ohio	Frederic W. Ziv Richard L. Marks		

CANADIAN AGENCIES AND THEIR CHIEF EXECUTIVES

Names and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
A			
ARDIEL ADVERTISING AGENCY, LTD., THE, *c* 137 Wellington St., W., Toronto 2, Ont.	Lorne Ardiel G. N. Simpson	R. P. Emma	
AYER & SON OF CANADA, LTD., N. W., *e* Sun Life Bldg., Montreal, P. Q. (See U. S. Listing.)			
B			
BAKER ADVERTISING AGENCY, LTD., THE, *a-c-e* 199 Bay St., Toronto, Ont.	W. R. Baker E. H. Presant	W. E. Trimble D. M. Battersby	W. Nicholas
BAXTER ADVERTISING AGENCY, LTD., *c* 92 Adelaide St., W., Toronto 2, Ont. 1405 Peel St., Montreal, P. Q.			
BENWELL-ATKINS LIMITED, *c* 413 Granville St., Vancouver, B. C.	F. W. Benwell G. Pinkerton	J. Harrison G. Foster	R. R. Atkins
BLAIKIE ADVERTISING AGENCY, LTD., DUNCAN S., *c* 303-304 Crescent Bldg., Montreal, P. Q.	Duncan S. Blaikie		
BROOKE, SMITH & FRENCH, INC. 104 Richmond St., W., Toronto, Ont. (See U. S. Listing.)			
C			
CANADIAN ADVERTISING AGENCY, LTD., *a-c* 135 Beaver Hall Hill, Montreal, P. Q.* 185 Richmond St., W., Toronto 2, Ont.	Hector Fontaine A. Houghton		Wilfred Mousin
COCKFIELD, BROWN & COMPANY, LIMITED, *a-c-e* 224 Canada Cement Bldg., Montreal, Que.* Metropolitan Bldg., Toronto, Ont. Electric Railway Chambers, Winnipeg, Man. Royal Bank Bldg., Vancouver, B. C.	G. Warren Brown F. W. Largent	G. R. Allerton G. R. Allerton	H. R. Conway, Montreal. J. Arter, Toronto.
CONSOLIDATED ADVERTISING SERVICE, LTD., *c* 73 Richmond St., W., Toronto 2, Ont.			
D			
D'ARCY ADVERTISING COMPANY 90 Broadview Ave., Toronto, Ont. (See U. S. Listing.)			
DENNE & COMPANY, LTD., A. J., *c* 1505 Star Bldg., Toronto, Ont.	A. J. Denne E. R. White	R. O. McKeown	F. M. Wright
DESBARATS ADVERTISING AGENCY, LIMITED, *c* 1184 St. Catherine St., W., Montreal, P. Q.* Kent Bldg., Toronto, Ont.	E. Desbarats E. A. Goodeye, Mgr.	Leo Lamothe	E. W. Desbarats
F			
FINANCIAL ADVERTISING COMPANY OF CANADA, LTD., *c* 651 Craig St., W., Montreal, P. Q. 226 Bay St., Toronto 2, Ont.	R. E. Cox	S. L. Ghent	S. L. Ghent
FISHER COMPANY, LIMITED, THE JAMES, *c* 204 Richmond St., W., Toronto, Ont.* Confederation Bldg., Montreal, Que.	James Fisher A. L. Thompson	W. H. Bowman A. L. Thompson	W. R. Johnston
FLETCHER & ELLIS, LTD. C. P. R. Bldg., Toronto, Ont. (See U. S. Listing.)			
FRONTENAC BROADCASTING CO. Concourse Bldg., Toronto, Ont.	Garry Carter, Gen. Mgr.		
G			
GIBBONS, LIMITED, J. J., *c-e* 159 Bay St., Toronto, Ont. 924 Dominion Square Bldg., Montreal, Que. 272 Scott Block, Winnipeg, Man. 403 Lancaster Bldg., Calgary, Alta. 301 Leader Bldg., Regina, Sask. 609 Province Bldg., Vancouver, B. C. 22 Old Queen St., Westminster, London, S. W. 1, Eng.	J. J. Gibbons H. Robertson	Bertram Brooker Bertram Brooker	F. W. Percival
H			
HAYHURST COMPANY, LTD., F. H., *c* 200 Bay St., Toronto 2, Ont.	F. H. Hayhurst D. J. Leonard	D. J. Leonard	E. F. Nisbet
HEAGERTY & ASSOCIATES, LTD., L. J., *c* 372 Bay St., Toronto, Ont.	L. J. Heagerty		W. H. Reid
I			
IMPERIAL PUBLISHING CO., LTD., *c* 614 Barrington St., Halifax, N. S.			
INDUSTRIAL ADVERTISING AGENCY, LTD. 59 Spadina Ave., Toronto, Ont.	F. C. D. Wilkes M. A. Burke		George M. Smith F. C. D. Wilkes Frank W. Hunt
K			
KELLEY, LIMITED, RUSSELL T., *c* 150 Main St., East, Hamilton, Ont.	Russell T. Kelley A. McPherson	S. P. Westaway F. Crack	R. C. Gordon
L			
LAW ADV. SERVICE, SIDNEY G. 7 Adelaide St., W., Toronto, Ont.			
LOCKE LIMITED, CLARK E., *c* 611-4 Harbour Commission Bldg., Toronto, Ont.	Clark E. Locke Crawford U. Hall	Elton Johnson H. H. Murchison	J. E. Mumford
LORD & THOMAS OF CANADA, LIMITED, *c-e* 67 Yonge St., Toronto, Ont.* Aldred Bldg., Montreal, Que.	J. G. Wallace	N. W. Deer	G. H. Adams
LOWREY, HAROLD C. 323-5 Yonge St., Toronto, Ont.	Harold C. Lowrey I. Simpson B. J. Lowrey		Fred R. Lowrey

(*Continued on page* 183)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 182)

Names and Addresses Recognitions	President Vice-President Production Mgr.	Copy Chief Art Director	Space Buyers Account Executive
Mc			
McCANN-ERICKSON, INC. 224 Canada Cement Bldg., Montreal, Que. Metropolitan Bldg., Toronto, Ont. Railway Exchange Bldg., Winnipeg, Man. 1601 Royal Bank Bldg., Vancouver, B. C. (See U. S. Listing.)			
McCONNELL, BAXTER & EASTMAN, LTD., a-c. 800 Huron & Erie Bldg., London, Ont.* Bank of Toronto Bldg., Toronto, Ont. 1008 Dominion Square Bldg., Montreal, Que. Confederation Life Bldg., Winnipeg, Man. 616 Hall Bldg., Vancouver, B. C. 801 Sun Life Bldg., London, S. W. 1, England	J. E. McConnell		C. S. Bowie
McKIM, LIMITED, A., a-c-e. Confederation Bldg., Montreal, Que.* Canada Permanent Bldg., Toronto, Ont. Royal Bank Bldg., Winnipeg, Man. Province Bldg., Vancouver, B. C. Dennis Bldg., Halifax, N. S. Mansfield House, 346 Strand, London, England	C. T. Pearce		L. MacKay
MacLAREN ADVERTISING COMPANY, LTD., c. 372 Bay St., Toronto, Ont.* 901 Dominion Square Bldg., Montreal, P. Q. 22 Union Bldg., Calgary, Alta. Shelly Bldg. Vancouver, B. C. Curry Bldg., Winnipeg, Man.	J. A. MacLaren R. B. Donald	R. L. Taylor J. Ferres	A. E. Jenner
N			
NORRIS-PATTERSON, LIMITED, a-c-e. 105 Bond St., Toronto, Ont.* 1504 Univ. Tower Bldg., Montreal, Que. 200 Journal Bldg., Ottawa, Ont. 228 Curry Bldg., Winnipeg, Man. 1 Richardson Bldg., Edmonton, Alta. 214 Province Bldg., Vancouver, B. C. 10 King St., St. John, N. B.	John P. Patterson. C. A. Mayo	C. J. Bell A. T. Vivash	D. M. Ferris
P			
PEPLER, LIMITED, NEAL 34 King St., E., Toronto, Ont.	H. W. E. Pepler Mary J. McIntyre		C. T. Fowler
PURKIS, THORNTON, c. 330 Bay St., Toronto, Ont. 758 Victoria Square, Montreal, Que.	Thornton Purkis Miss G. Race	J. J. Callan	Miss M. E. Mitchell C. P. Sutcliffe, Montreal
R			
REYNOLDS & CO., LTD., E. W., c. 80 King St., W., Toronto 2, Ont.	E. W. Reynolds Stuart Walton	Thos. D. Rimmer Hilton M. Hamell	Bertha R. Sellen
RONALDS ADVERTISING AGENCY, LIMITED, a-c. Keefer Bldg., Montreal, Que.* MacLean Tower Bldg., Toronto, Ont.	R. C. Ronalds Wm. Schofield	Louis Moen	R. W. Gleeson
S			
SMITH & SON, LTD., R. C., c. 80 King St., W., Toronto 2, Ont.	Robert C. Smith	Adam F. Smith Theo. Logier	
STEVENSON & SCOTT, LIMITED, c. 660 St. Catherine St., West, Montreal, Que.	F. E. Scott M. E. Gocking	H. E. Smith A. J. Linstead	A. J. Linstead
T			
TANDY ADVERTISING AGENCY, LIMITED, c. 204 Richmond St., West, Toronto, Ont.	H. M. Tandy R. C. Morgan	A. E. Ackerley H. S. Edwards	J. P. Hamilton
TEALE, JOHN W. 1253 McGill College Ave., Montreal, Canada			
THOMPSON CO., LTD., J. WALTER, c. 602 Dominion Square Bldg., Montreal, Que. 1004 Canada Permanent Bldg., Toronto, Ont.	Stanley Resor R. C. Madden, Toronto. John P. Tobin, Montreal.	W. J. S. Taylor, Montreal. S. O'Leary, Toronto.	Wallace Telford
V			
VICKERS & BENSON, LTD., c. Keefer Bldg., Montreal, Que. Reford Bldg., Toronto, Ont.	R. H. Vickers R. C. Gainford	J. A. Holland G. R. Disher	C. G. Hynes
W			
WALSH ADVERTISING CO., LTD., c. 308 Guaranty Trust Bldg., Windsor, Ont.	Thos. E. Walsh W. A. McGuire	D. M. Goudy W. A. Dowell	J. S. Finn
WALSH ADVERTISING CO., LTD., a. Guaranty Trust Bldg., Windsor, Ont.	Thos. E. Walsh W. A. McGuire	W. A. Dowell	J. S. Finn
WALLACE ADVERTISING, LIMITED, c. 135-136 Roy Bldg., Halifax, N. S.	F. R. Wallace F. M. Beaubien	W. E. DeGarth	F. R. Wallace
WIGGINS SYSTEMS, LIMITED 44 Princess St., Winnipeg, Man.	Chas. S. Wiggins	R. K. Scarlett W. S. Wheatley	F. E. Wickberg
Y			
YOUNG & RUBICAM, LTD. University Tower, Montreal, Que. (See U. S. Listing.)			

NEWSPAPER MEASURES

Type is measured by the number of "points" in the height of the face thereof. A "point" is approximately one-seventy-second of an inch (actually .013837 inch). There are 996 "points" in 25 centimetres. Nonpareil type, the size generally used by newspapers, is a 6-point type, and therefore sets 12 lines to an inch, measuring up and down the column. Twenty-four lines of nonpareil type make what is commonly called a "stick." There are usually ten "sticks" of type in a newspaper column. The smallest type in ordinary use is ruby, which is 3½ points in height. Diamond type is 4 or 4½ points; pearl, 5 points; agate, 5½ points; nonpareil, 6 points; minion, 7 points; brevier, 8 points; bourgeois, 9 points; long primer, 10 points; small pica, 11 points; pica, 12 points; English, 14 points; great primer, 18 points. The news columns in most papers are about 2 and three-sixteenths inches wide, equal to 12½ "picas" or pica M-quads. Each size of type has its own M-quad, which is the square of the face of the capital M of that size of type. A quadrat, or quad, is the type without a letter on it, and is used in spacing between words and in filling out blank lines. The quad is usually of four sizes—N-quad, M-quad, 2M-quad, and 3M-quad.

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Jap Newton, Jr., National Advertising Manager

FEATURE AND PICTURE SYNDICATES OF UNITED STATES AND CANADA

Name	Address	Editor	Manager
George Matthew Adams Service	444 Madison av., New York	Jessie Sleight	Bruno Pascale
American News Features, Inc.	420 Lexington av., New York	M. Pullman	M. Pullman
Associated Editors	1032 Woodward Bldg., Washington, D. C.	W. Boyce Morgan	W. Boyce Morgan
Associated Features Syndicate	Woolworth Bldg., New York	....	Robert W. Farrell
Associated Newspapers	247 W. 43d st., New York	Kathleen Caesar	Henry M. Snevily
Associated Press Feature Service	383 Madison av., New York	Wilson Hicks	....
Associated Publishers, Inc.	Republic Bldg., Louisville, Ky.	W. T. Owens	W. T. Owens
Atlantic Features	1925 E. 17th st., Brooklyn, N. Y.	George Goldstein	Sam Hamburger
Authenticated News Service	P. O. Box 326, Hollywood, Calif.	Vance Chandler	W. Eccles
Bell Syndicate, Inc.	247 W. 43d st., New York	Kathleen Caesar	Henry M. Snevily
Better Features	P.O. Box 161, Middletown, Ohio	A. S. Rosing	A. S. Rosing
Betty Detrick Features	Hearst Bldg., San Francisco, Calif.	Lucille Burton, Antonio Castellanos	Betty Detrick, pub.
Bryl Syndicate	5026 S. Throop st., Chicago	Jos. Bryl, pres. L. E. Wisniewski, ed.	....
Burba Service	Dayton, Ohio	Howard Burba	Howard Burba
Business Press Service	474 Eye st., S. W., Washington, D. C.	Milton Lunch	Henry Adler
Cambridge Associates	174 Newbury st., Boston, Mass.	A. H. Norris	Aaron M. Jones
Carlile Crutcher Syndicate	Times Bldg., Louisville, Ky.	Carlile Crutcher	Carlile Crutcher
Central News Feature Service	Times Bldg., New York	Stephen K. Swift	George Stewart Pemberton
Central News of America	32 Broadway, New York	L. W. Fisher	J. P. Redington
Central Press, Canadian	Star Bldg., Toronto, Ont., Canada	W. J. Stewart	E. M. Gundy
Central Press Association	1435 E. 12th st., Cleveland; 235 E. 45th st., New York	Leslie Eichel	J. V. Connolly
Chanin Syndicate	18 E. 41st st., New York	Leo Chanin	Leo Chanin
William Gerard Chapman	100 W. Monroe st., Chicago	William Gerard Chapman	William Gerard Chapman
Joe Mitchell Chapple, Inc.	952 Dorchester av., Boston	Joe Mitchell Chapple	Joe Mitchell Chapple
Chicago Journal of Commerce Syndicate	12 E. Grand av., Chicago, Ill.	W. L. Ayers	J. D. Elsom
Chicago Tribune-New York News Syndicate	220 E. 42d st., New York; Tribune Tower, Chicago	Arthur W. Crawford, gen. mgr. Mary King	M. Slott, asst. mgr.
Cleveland Syndicate	4 E. 194th st., Cleveland, Ohio	L. B. Brown	L. B. Brown
Collyer's News Bureau	300 W. Adams st., Chicago	Bert E. Collyer	J. S. Klein
Connecticut News	1095 Main st., Bridgeport, Conn.	Robert Edwards	Louis Brustein
*Consolidated Information Service	280 Broadway, New York	A. Ramon Ruiz	C. M. Garcia-Ayala
*Represents in U. S. the Agencia Internacional Arco of Madrid, Spain.			
Consolidated News Features, Inc.	280 Broadway, New York	B. G. Zilmer	Horace Epes
Continental Feature Syndicate	P. O. Box 326, Hollywood, Calif.	Easton West	W. Eccles
Courier-Journal and Times Syndicate	Times Bldg., Louisville, Ky.	Neil Dalton	Carlile Crutcher
Court Features	117 W. 27th st., New York	Gus Uhlmann	C. L. Finch
C-P Syndicate	731 Chronicle Bldg., Houston, Tex.	Stanley H. Christianson	Clarence W. Payne
DeBoth Home Makers' Schools	Graybar Bldg., New York; 850 Lake Shore Dr., Chicago	....	Jessie M. DeBoth
Dench Business Features	Ho-Ho-Kus, N. J.	....	Ernest A. Bench
Devil Dog Syndicate	33 Delmonico pl., Brooklyn, N. Y.	James J. Stewart	I. M. Silberman
Dominion News Bureau, Ltd.	455 Craig st., W., Montreal, P. Q., Canada	W. E. Hopper	W. E. Hopper
Donner's Fashion Service	118 W. 57th st., New York	Bobbe Donner	Bobbe Donner
Doubleday-Doran Syndicate	Garden City, N. Y.	Ralph H. Graves	Ralph H. Graves
Dudgeon Feature Service	1236 Maccabees Bldg., Detroit, Mich.	Wm. C. Dudgeon	Wm. C. Dudgeon
Eagle Syndicate	Brooklyn Daily Eagle, Brooklyn, N. Y.	Wm. F. Wheeler	Wm. F. Wheeler
Editor's Copy	Orangeburg, S. C.; P.O. Box 374, Washington, D. C.	Hugo S. Sims	B. W. Hughes
Editors Press Service, Inc.	220 E. 42d st., New York	Carlos G. Davila	R. C. Sanches
Educational News Service	535 Fifth av., New York	Ray B. Bolton	Ray B. Bolton
The Ellis Service	Swarthmore, Pa.	Wm. T. Ellis	A. F. Alger
Elyton Syndicate	60 East 42nd st., New York	H. Ely Goldsmith	H. Ely Goldsmith
Epsilon Press Service	1015 51st st., Brooklyn, N. Y.; P.O. Box 43, Bath Beach, Brooklyn	Emanuel M. Auerbach	Emanuel M. Auerbach

Name	Address	Editor	Manager
Escobar Feature Syndicate	123 E. Pico, Los Angeles, Calif.	Hugo Escobar	Hugo Escobar
Fact Feature Syndicate	649 Macon st., Brooklyn, N. Y.	....	Charles S. Strong
Robert Fairchild Men's Fashion Service	8 E. 13th st., New York	....	H. E. Resseguie
Famous Features Syndicate	230 Park ave., New York	Leslie Fulenwider	Leslie Fulenwider
Fashion Syndicate Bureau	500 Fifth av., New York	Jeanne Griffin	David F. Knoblock
Featurepress, Inc.	518 Fullerton Parkway, Chicago	E. J. Costello	E. J. Costello
Feature Sales Syndicate	612 N. Michigan ave., Chicago	E. M. Cole	S. I. Neiman
Federated Press	41 E. 20th st., New York	Carl Haessler	Harold Coy
Fine Arts Syndicate	P.O. Box 852, Chicago	Mary Frances Goode	Chester L. Nelson
Funny Signs	Grand Rapids Herald, Grand Rapids, Mich.	Ray Barnes	Ray Barnes
The Gilliams Service, Inc.	225 W. 39th st., New York	G. H. Lash	William Watson
Globe Features Syndicate	683 Market st., San Francisco, Calif.	....	Harvey R. Malott
Greylock Corporation	6 E. 39th st., New York	Gerhard Hirshfield	O. D. Keep, Pub.
Ray Gross Enterprises	General Motors Bldg., 1775 Broadway, New York	Ray Gross	Ray Gross
Gruber Service	11 W. 42d st., New York	E. Gruber	E. Gruber
Paul T. Haagen	155 N. Clark st., Chicago	Paul T. Haagen	Paul T. Haagen
Handy Filler Service	1810 Russ Bldg., San Francisco, Calif.	....	....
Fred Harman Features	1509 N. Vine st., Hollywood, Calif.	Ray R. Harris	Fred Harman
The Haskin Service	316 Eye st., N. E., Washington, D. C.	Frederic J. Haskin	Frederic J. Haskin
Seckatary Hawkins Service	Enquirer Bldg., Cincinnati, Ohio	Robert F. Schulkers	Robert F. Schulkers
Hollywood Press Syndicate	6605 Hollywood Blvd., Hollywood, Calif.	Jos. B. Polonsky, man. ed.	....
Holmes Feature Service	135 Garrison av., Jersey City, N. J.	George R. Holmes	M. E. Dollard
Hosterman Syndicate, Inc.	Springfield, Ohio	....	A. D. Hosterman
Albert Crawford Hurst Features	1416 Kipling, Houston, Tex.	Albert Crawford Hurst	Albert Crawford Hurst
Illustrated Fashion Features, Inc.	Fifth av. and 21st st., New York	S. C. Grady	S. C. Grady
Independent Syndicate, Inc.	1727 K st., N.W., Washington D. C.	Wendell C. Thorpe	Jay Jerome Williams
Index Number Institute, Inc.	460 Prospect st., New Haven, Conn.	D. L. Diefendorf	D. L. Diefendorf
Intercity News Service	63 Park Row, New York	....	E. W. Nassaur
International Religious News Service	1831 Sheldon rd., E., Cleveland, Ohio	D. Carl Yoder	D. Carl Yoder
The International Syndicate	1615-7 Guilford av., Baltimore, Md.	R. M. Miller	R. M. Miller
Jordan Syndicate	Albee Bldg., Washington, D. C.	O. J. Jordan	I. A. Jordan
Will Judy Press Syndicate	3323 Michigan Blvd., Chicago	Will Judy	E. Warrick
Junior Feature	505 Fifth av., New York	Charles G. Loeb	Charles G. Loeb
Keystone Feature Service	310 Commonwealth Bldg., Philadelphia, Pa.	L. L. Young	A. K. Fullerton
King Features Syndicate	235 E. 45th st., New York	J. V. Connolly	J. V. Connolly
Knickerbocker News Service	1988 Newbold av., New York	Harold DeL Rosenthal	Alan G. Porter
Arthur J. Lafave	2042 E. Fourth st., Cleveland, Ohio	Arthur J. Lafave	Arthur J. Lafave
David Lawrence	2201 M st., N. W., Washington, D. C.	David Lawrence	Chas. W. McC[illegible], bus. mgr.
Ledger Syndicate	Independence Square, Philadelphia, Pa.	Herve W. Miner	George F. Kearney
Los Angeles Newspaper Service, Inc. (Special representatives for legal advertising)	213 Kunker Bldg., Los Angeles, Calif.	....	Telford Work
Mats Feature Syndicate	523 Weiser st., Reading, Pa.	Ralph S. Mats, man. ed.	....

(*Continued on page* 188)

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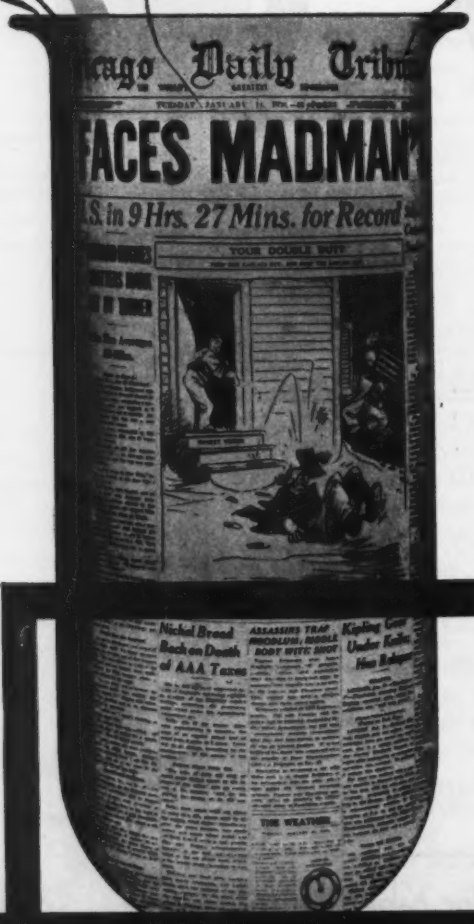

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WINNIE WINKLE	SKULL VALLEY	SPOOKY
GASOLINE ALLEY	TINY TIM	HERBY
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	Also, TRUE LIFE STORIES	

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John T. McCutcheon
Carey Orr
Gaar Williams
C. D. Batchelor
Ching Chow

HUMOR
"Line O'Type or Two" by R. H. L.
W. E. Hill's page of drawings

NEWS
Wire service
Weekly cable page

SPORTS COLUMNS
Paul Gallico
Arch Ward
Jimmy Powers
Edward Burns
Irving Vaughn
Wilfred Smith
"Woods & Waters" by Bob Becker
Jack Miley
Weekly Sports Page

WEEKLY MAGAZINE PAGES
Chicago Tribune's "Graphic Weekly"
"Justice Series"—real detective stories

WOMEN'S FEATURES
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Beauty Shopping column
Love Problems by Doris Blake
"Parent-Child" by Gladys Bevans
Fashions by Bettina Bedwell
"Letters from Paris" by Bettina Bedwell
Cookery articles—Favorite Recipe
"The Correct Thing"—etiquette
"Clotilde Patterns"
"Quilt Patterns"
Home Builders feature
Interior Decorating
Special Women's pages—weekly

COLUMNS
Hollywood Letter by G. and R. Shaffer
Movie Reviews by Mae Tinee
Film Criticisms by Kate Cameron
"Hollywood" by Sidney Skolsky
"Tintypes" by Sidney Skolsky
Broadway by Ed Sullivan
Burns Mantle's N. Y. Theatre Letter
"Mainly About Manhattan" by John Chapman

MISCELLANEOUS
"Graphology" by Shirley Spencer
"The Doctor Tells the Story"
"How to Keep Well" by Dr. Irving S. Cutter
Men's Fashions by Al Taylor
Horoscope by Wynn
"Sentence Sermons"
Washington column
Crossword Puzzles
Investor's Guide
Book Reviews
Rod & Gun by Fred Fletcher
Ely Culbertson Bridge Articles
"Find the Mistake" puzzles
Bob Becker's Column on Dogs
Science Articles by Prof. Beck (weekly)
Aviation Articles (weekly)

NEW YORK NEWS SYNDICATE, INC.

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FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(*Continued from page* 184)

Name	Address	Editor	Manager
Maywood Syndicate	Sidney Center, N. Y.	John Edwin Price	Paul W. Langley
McClure Newspaper Syndicate	345 Hudson st., New York	Richard H. Waldo	M. F. Snedden
McNaught Syndicate, Inc.	1475 Broadway, New York	Charles B. Driscoll	Charles V. McAdam
Metropolitan Newspaper Feature Service	220 E. 42d st., New York		
Miller Services, Ltd.	302-303 McKinnon Bldg., Toronto, Ont., Canada	William Laas	Monte Bourjaily
National Aero Reserve	114 W. 16th st., New York	Andrew Miller	Andrew Miller
National Feature Service	4035 New Hampshire ave., Washington, D. C.	Lt. John Scherer	D.B. Thomson
National Newspaper Service	326 W. Madison St., Chicago	E. Parker	E. Parker
National Service Syndicate	Suite 919, Shoreham Bldg., Washington, D. C.	J. F. Dille	Parke C. West
N. E. A. Service, Inc.	1200 W. Third st., Cleveland, Ohio	W. S. Goshorn	J. H. Taylor
		Fred S. Ferguson, pres., Herbert W. Walker, vice-pres., gen. mgr.; Peter Edson, editor	Ralph H. Turner, bus. mgr.
N. E. Newspaper Service	Press Gallery, State House, Boston, Mass.	Arthur W. Woodman.	Arthur W. Woodman
The Newspaper Boys of America, Inc.	714 Merchants Bank Bldg., Indianapolis.	Maurice Lipson	Charles E. Knepper
Newspaper Features, Inc.	1530 Healey Bldg., Atlanta, Ga.	O. B. Keeler	J. C. Wilson
Newspaper Information Service, Inc.	1013 Thirteenth st., N. W., Washington, D. C.	F. M. Kerby	S. T. Hughes, gen. mgr.
News-Week Syndicate Service	Rockefeller Center, New York	Foster Gilroy	Foster Gilroy
New York Herald Tribune News Service	230 W. 41st st., New York		R. E. Moyer
New York News Bureau Assn.	32 Broadway New York	L. W. Fisher	J. P. Redington
New York Post Syndicate	75 West st., New York	Harry T. Saylor	W. M. Hines
Nick Nichols Syndicate	Times Bldg., New York	Nick Nichols	Dorothy Edson
N. C. J. C. News Service	289 Fourth ave., New York	Robert A. Ashworth	Robert A. Ashworth
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North Jersey News Bureau	230 Washington st., Orange, N. J.	M. G. Stevenson	M. H. S. Stevenson
Nu-Way Features	1365 Estes ave., Chicago, Ill.	G. Melikov	G. Melikov
Oil Features Syndicate	706 Bitting Bldg., Houston, Tex.	Sam Kornfeld	Sam Kornfeld
Outdoor World Syndicate	North Chattanooga, Tenn.	Richard K. Wood	Richard K. Wood
Pan-Hellenic American Foreign Press Syndicate	1228-1231 Park Row Bldg., New York	Demetrius N. Tsecos	Demetrius N. Tsecos
Park Row News Service, Inc.	280 Broadway, New York		Theodore Kaufman
Peerless Fashion Service	160 Fifth ave., New York	Mrs. Martines	S. C. Grady
Penn Feature Syndicate	2417 North 15th st., Philadelphia	W. G. Draucker	C. A. Glosking
Progressive Features	905 North Fifth st., Springfield, Ill.	Mrs. Clara Bell Graves	C. Desmond Graves
Public Affairs Syndicate	Times Bldg., New York	Frank Parker Stockbridge	Carl Beck
Publishers Syndicate	30 N. LaSalle, Chicago	E. P. Conley	H. H. Anderson
Rapid Grip and Batten, Ltd.	181-189 Richmond st., W., Toronto, Canada	G. A. MacBain	W. Howard Batten
Rayburn's Odd-Way Service	Sulphur Springs, Tex.		
Register & Tribune Syndicate	Des Moines, Iowa	Henry P. Martin, Jr.	
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The Russell Service	Hartford, Conn.	Frederick C. Russell.	G. L. Mason
Science Service	2101 Constitution av., Washington, D. C.	Watson Davis, dir.-man. ed.; Robert Potter, news ed.	
Seebea Features Syndicate	247 Park av., New York	Daniel Nicoll	
Service for Authors, Inc.	280 Broadway, New York	E. C. Richter	E. C. Richter
Seven Arts Feature Syndicate	220 E. 42d st., New York	Joseph Brainin	Bernard Postal
Southern Newspaper Features	301 Mercantile Bldg., Dallas, Texas		A. M. Cohen
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Southern News Service	Box 2489 Birmingham, Ala.	Geo. H. Watson	Geo. H. Watson
Sportograph News	102 Fulton st., New York		F. B. Englander
Standard Editorial Service	Chandler Bldg., Washington, D. C.	R. V. Williams	A. M. Johnston
Standard Press Assn.	755 Boylston st., Boston, Mass.		Harry I. May
Star Newspaper Service	Star Bldg., Toronto, Ont., Canada	E. M. Gundy	T. J. Wheeler
Sterling Syndicate	136 16th st., Denver, Colo.	H. M. Tenny	A. R. Tenny
Swan-McDonald Features, Inc.	339 W. Federal st., Youngstown, Ohio.		Stanley Swan
Stephen Swift and Associates	Times Bldg., New York	Stephen K. Swift	Harold Dowden
W. Orton Tewson Syndicate	420 Riverside drive, New York	W. Orton Tewson	W. Orton Tewson
Thomasson Feature Service	Minneapolis, Minn.	V. I. Thomasson	H. S. Thomasson
Thompson Service	818 Oak st., Cincinnati, Ohio	E. L. Hawes	I. Thompson-Hawes
Transradio Press Service, Inc.	342 Madison av., New York	Herbert Moore, pres.	
Triton Syndicate Inc.	Capitol National Bank Building, Hartford, Conn.	J. K. Bolles	J. K. Bolles
Faith Trumbull	1095 Main st., Bridgeport, Conn.	Faith Trumbull	Marie Turner
Ullman Feature Service	Chandler Bldg., Washington, D. C.	William Ullman	W. E. Schaaff
Unique Feature Syndicate	523 Weiser st., Reading, Pa.	R. Stanley Matz	R. Stanley Matz
United Feature Syndicate, Inc.	220 E. 42d st., New York	William Laas	Monte Bourjaily
United News Service	307 Chartres st., New Orleans, La.		R. G. Drown, Jr.
Universal Press Syndicate	Box 1240, Sarasota, Fla.	T. K. Lyle	T. K. Lyle
Universal Service	235 E. 45th St., New York	M. A. White; S. Berkson, man. ed.	J. V. Connolly; G. T. Hargraves, bus. mgr.
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Willis Associates	50 Broad st., New York	H. P. Willis	F. W. Jones
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World Feature Service	220 E. 42d st., New York	William Laas	Monte Bourjaily
World-Wide News Service	56 Bellevue st., Newton, Mass.	J. J. Bosdan	A. M. Weiss
Zain Features Syndicate, Inc.	515 Madison ave., New York	George K. Zain	
Zak Zook Syndicate	Liverpool, Pa.	Zak Zook	Zak Zook

NEWS SERVICES

Associated Press	383 Madison ave., New York		Kent Cooper, gen. mgr.
British United Press	30, Bouverie st., London, England	Herbert Bailey	J. C. Moore
Calendar of Future Events	6 E. 39th st., New York	Gerhard Hirshfield	O. D. Keep, Pub.
Central News of America	32 Broadway, New York	L. W. Fisher	J. P. Redington
Central News of America	Times Bldg., New York	Stephen K. Swift	G. S. Pemberton

(*Continued on page* 190)

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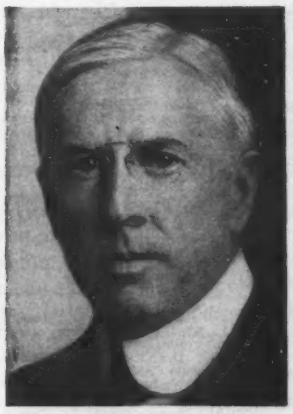

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(*Continued from page* 188)

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Chicago Tribune-New York News Syndicate, Inc.	220 E. 42nd st., New York; Tribune Tower, Chicago	Mary King, fiction and woman's editor	Arthur W. Crawford, gen. mgr., M. Slott, asst. mgr.
Columbia Press Service	Bond Bldg., Washington, D. C.	Prescott Dennett	
Consolidated News Service	Orange, N. J.	Frank Jay Morris, Jr.	Frank Jay Morris, Jr.
Consolidated News Features, Inc.	280 Broadway, New York	B. G. Zilmer	Horace Epes
Editors' Service	6 E. 39th st., New York	Gerhard Hirshfield	O. D. Keep, Pub.
Embassy News Service	Orange, N. J.	Frank Jay Morris, Jr.	Frank Jay Morris, Jr.
Fact	6 E. 39th st., New York	Gerhard Hirshfield	O. D. Keep, Pub.
Federated Press	41 E. 20th st., New York	Carl Haessler	Harold Coy
General Press Association	National Press Bldg., Washington, D. C.	James J. Butler	James J. Butler
The Havas News Agency	383 Madison Ave., New York	Louis Huot	Camille Lemercier
Heath News Service	1365 National Press Bldg., Washington, D. C.	Edwin J. Heath	Edwin J. Heath
Heinl Radio News Service	2400 California st., Washington, D. C.	Robert D. Heinl	Robert D. Heinl
Holmes Feature Service	135 Garrison ave., Jersey City, N. J.	George R. Holmes	M. E. Dollard
Intercity News Service	63 Park Row, New York		E. W. Nassauer
International Labor News Service	609 Carpenters Bldg., Washington, D. C.	Chester M. Wright	Chester M. Wright
International News Service	235 E. 45th st., New York	Barry Faris	J. V. Connolly
Jewish Telegraphic Agency	220 Fifth ave., New York	H. Wishengrad, man. ed.	Jacob Landau, man. dir.
Knickerbocker News Service	1988 Newbold av., New York	Harold DeL Rosenthal	Alan G. Porter
David Lawrence	2201 M st., N.W., Washington, D. C.	David Lawrence	Chas. W. McCullum, bus. mgr.
Manhattan News Service	115 Broadway, New York	George Addis	Emmett Helen O. Grady
National New Service, Inc.	6719 N. Broad st., Philadelphia	Sidney A. Silberman	Milton R. Jacobs
National Service Syndicate	Suite 919, Shoreham Bldg., Washington, D. C.	W. S. Goshorn	J. H. Taylor
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New York News Bureau Assn.	32 Broadway, New York	L. W. Fisher	J. P. Redington
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Jan. 1, 1936—Farmers' Share in Recovery
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Name	Address	Editor	Manager
Editorial Research Reports	1013 13th st., N. W., Washington, D. C.	Richard Boeckel	B. P. Garnett

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International Religious News Service	1831 Sheldon Rd., E. Cleveland, Ohio	D. Carl Yoder	D. Carl Yoder
Keyes Advertising Service	Peru, Ind.	....	J. L. Keyes
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King Editors Features	14 Prospect Pl., East Orange, N. J.	A. M. Martin	A. Rowden King
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Balkan States Photo Service	1230 Park Row Bldg., New York	Demetrius Tsecos	Demetrius Tsecos
Business Press Service	474 Eye st., S. W., Washington, D. C.	Milton Lunch	Henry Adler
Central News-Photo Service	Times Bldg., New York	H. H. Balos	George S. Pemberton
Central Press Association, Inc.	1435 E. 12th st., Cleveland; 235 E. 45th st., New York	Leslie Eichel	J. V. Connolly
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Dexter Press	Pearl River, N. Y.	Chester R. Brown	Thomas A. Dexter
Dominion News Bureau, Ltd.	455 Craig st., W., Montreal, P. Q., Canada	W. E. Hopper	W. E. Hopper
Dorr News Service	331 W. 14th st., New York	Charles H. Dorr	Charles H. Dorr
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Eagle Syndicate	Brooklyn Eagle N. Y.	....	Wm. F. Wheeler
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International News Photos	235 E. 45th st., New York	W. C. Howey	V. S. S...
Jordan Syndicate	Albee Bldg., Washington, D. C.	O. J. Jordan	I. A. Jordan
Knickerbocker News Service	1988 Newbold av., New York, N. Y.	Harold DeL Rosenthal	Alan G. P...
Ledger Syndicate	Independence Square, Philadelphia, Pa.	Herve W. Miner	George F. K...
Metropolitan Photo Service	1562 Broadway, New York	J. Heppner	M. Leftoff
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Pictorial Press	1658 Broadway, New York	T. E. McGrath	T. E. McGrath
Price Picture News	11 W. 42d st., New York	Jack Price	Jack Price
Seven Arts Feature Syndicate	220 E. 42d st., New York	Joseph Brainin	Bernard Postal, ... ed.
Southern News Service	Box 2489, Birmingham, Ala.	Geo. H. Watson	Geo. . Watson
Star Newspaper Service	Star Bldg., Toronto, Ont., Canada	E. M. Gundy	T. J. Wheeler
Sovfoto (Soviet Foto Agency)	723 Seventh av., New York	Helen Black	Helen Black
Sportograph News	102 Fulton st., New York	F. P. Englander	....
Star Newspaper Service	Star Bldg., Toronto, Ont., Canada	E. M. Gundy	T. J. Wheeler
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Paul Thompson Photos	353 Fifth av., New York	Max P. Haas	Max P. Haas
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United Features Syndicate	220 E. 42d st., New York	William Laas	Monte Bourjaily
Universal Press Syndicate	Box 1240, Sarasota, Fla.	T. K. Lyle	....
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SCHOOLS OF JOURNALISM

Akron, University of, Akron, Ohio. Direction English dept. Faculty: Ulysses S. Vance, university editor. Enrollment: 60. Publications: The Akron Buchtelite (s-w); The Tel-Buch (a). Organizations: Alpha Phi Gamma. Co-educational.

Alabama, University of, Tuscaloosa, Ala. Department. Faculty: A. Phillips Beedon, head; Randolph Fort, S. Cabot Pierce. Enrollment: 350. Publications: The Crimson-White, The Corolla, The Rammer-Jammer. Co-educational.

Albion College, Albion, Mich. Division of Language, Literature, and Speech. Faculty: Kenneth G. Hance. Enrollment: 78. Publications: Pleiad (w); Albionian (a); Annual Campus Directory. Organizations: Alpha Phi Gamma. Awards: Membership in Alpha Phi Gamma; college credit for Pleiad editor; salaries for six members of Pleiad and Albionian. Co-educational.

Alfred University, Alfred, N. Y. Direction English dept. Faculty: Prof. W. M. Burditt. Enrollment: 20. Publications: Fiat Lux; Kanakadea (a). Awards: Keys and shingles. Co-educational.

Arkansas, University of, Fayetteville, Ark. Department. Faculty: W. J. Lemke, director; J. A. Thalheimer; E. C. Deane. Enrollment: 71. Publications: Arkansas Traveler, Engineer, Arkansas Agriculturist. Co-educational.

Baylor University, Waco, Texas. Department located in the school of business. Faculty: Frank E. Burkhalter. Enrollment: 55. Publications: The Lariat (d); The Round-Up (a). Co-educational.

Beloit College, Beloit, Wis. Direction English dept. Faculty: James B. Gage. Enrollment: Course not given this year.

Berry College, Mount Berry, Ga. Department. Faculty: Tracy Byers. Enrollment: 73. Publications: Mt. Berry News (w); Highlander (q); Alumni (q). Awards: Mary Cummings Eudy,, Emily V. Hammond. Co-educational.

Boston College, Chestnut Hill, Mass. Department. Faculty: Charles J. McGill. Enrollment: 45. Publications: The Heights (w); The Stylus (q).

Boston University, Boston, Mass. Department, College of Business Administration. Faculty: Prof. Harry B. Center, head; Max R. Grossman, associate prof.; John C. Scammell, prof. of English and Journalism; Biagio DiVenuti, asst. prof. economics and journalism. Enrollment: 179. There are 116 students in the four classes in the day division, studying for the degree of Bachelor of Science in Journalism. There are 13 students registered as "externs" (have finished four years academic work and are now out on supervised employment before obtaining their degrees). More than 50 students are registered for special courses in journalism in the evening division of the college. This work does not lead to a degree. Publications: Boston University News (w). Organizations: Kappa Tau Alpha, Beta Gamma Sigma. Awards: Election to the foregoing societies. Co-educational.

Bradley Polytechnic Institute, Peoria, Ill. Direction English dept. Faculty: Dr. George R. Geiger. Enrollment: 28. Publications: Bradley Tech, The Polyscope. Organizations: Alpha Delta. Awards: Annual cup presented by local newspaper. Co-educational.

Brigham Young University, Provo, Utah. Direction English dept. Faculty: Prof. H. R. Merrill, chairman; Prof. J. M. Jensen, Prof. E. H. Eastmond, Dr. A. Rex Johnson, E. M. Jenson, Carlton Culmsee, Harold Christensen. Enrollment: 50. Publications: "Y" News; Banyan (a); French newspaper. Organizations: Omega Nu. Awards: Omega Nu sponsors annual contests in news writing, features, short story, and verse. Co-educational.

Brookwood College, Katonah, N. Y. Department. Faculty: Lawrence Rogin. Enrollment: 35. Publications: Brookwood Review. Co-educational.

Bucknell University, Lewisburg, Pa. Department of English. Faculty: Prof. Lewis Edwin Theiss, Litt. D. Enrollment: 32. Publications: The Bucknellian. Organizations: Pi Delta Epsilon. Awards: Small scholarships. Co-educational.

Butler University, Indianapolis, Ind. Department. Faculty: J. Douglas Perry, director; Norman R. Buchan, Evan B. Walker, Robert Whitcraft. Enrollment: 168. Publications: The Butler Collegian. Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Co-educational.

Coe College, Cedar Rapids, Iowa. Department. Faculty: Prof. Ethel R. Outland. Enrollment: 20. Publications: The Coe College Cosmos (w); The Acorn (a). Awards: Two prizes of $15 and $5 each for proficiency in reporting. Co-educational.

The Colorado College, Colorado Springs, Colo. Department. Faculty: J. F. Lawson. Enrollment: 17. Publications: The Tiger (w); The Nuggett (a). Co-educational.

Colorado State College of Agricultural & Mechanical Arts, Fort Collins, Colo. Direction English dept. Faculty: George M. McEwen. Enrollment: 11. Publications: Rocky Mountain Collegian, Silver Spruce. Organizations: Pi Delta Epsilon, Alpha Chi Alpha. Co-educational.

Colorado, University of, Boulder, Colo. Department. Faculty: Ralph L. Crosman, professor and head; A. Gayle Waldrop, assoc. prof.; Zell F. Mabee, asst. prof. Publications: Silver and Gold (s-w); Window (q); Dodo; Coloradan (a). Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Co-educational.

Colorado Woman's College, Denver, Colo. Department. Faculty: Edward A. Collier, director. Enrollment: 250. Publications: Western Graphic; The Skyline (a). Organizations: Beta Phi Gamma. Awards: Cup for outstanding news writing of each year.

Columbia University, 116th st. and Broadway, New York City. School. Faculty: Carl W. Ackerman, dean; John W. Cunliffe, Robert Murray Haig, Herbert E. Hawkes, Walter B. Pitkin, Roscoe C. E. Brown, Charles P. Cooper, Douglas S. Freeman, George Gallup, Herbert Brucker, Reginald Coggeshall. Enrollment: 70. Publications: Independent Journal of Columbia University. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Faculty, Hitchcock, MacMahon, Phillips, Pulitzer Traveling, Residential, Sackett Graduate. Co-educational.

Commonwealth College, Mena, Ark. One Course. Faculty: Marvin Sanford. Enrollment: 10. Publications: Commonwealth College Fortnightly; Campus Bluff (w). Co-educational.

Cornell College, Mount Vernon, Iowa. Direction English dept. Faculty: Clyde Tull. Enrollment: 29. Publications: The Cornellian, As We Are, Husk (q); Cornell College. Co-educational.

Creighton University, Omaha, Neb. College of Journalism. Faculty: Rev. John Danihy, dean; S. A. Mahuran, Frank Pellegrin, Joseph Murphy, professors. Enrollment: 50. Publications. The Creightonian, The Bluejay. Co-educational.

Dartmouth College, Hanover, N. H. Professorship. Faculty: Eric P. Kelly. On leave 1935-1936.

Denison University, Granville, Ohio. Direction English dept. Faculty: R. W. Whidden. Enrollment: 15. Publications: Denisonian, Adytum. Organizations: Pi Delta Epsilon. Co-educational.

DePauw University, Greencastle, Ind. Faculty: R. W. Pence, head. Enrollment: 75. Publications: The DePauw Magazine; The DePauw; The Mirage. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Detroit, University of, Detroit, Mich. Department in College of Commerce and Finance. Faculty: D. L. McLaughlin. Enrollment: 50. Publications: Varsity News (w); Tower (a). Co-educational.

Drake University, Des Moines, Iowa. Department. Faculty: Prof. Emery H. Ruby, director; Prof. L. E. Hoffman; Prof. J. J. Fiderlick; William D. Snow; Mrs. Valma C. Stout. Enrollment: 141. Publications: Drake Times-Delphic (s-w); Drake Quay (a); Drake Alumnus (m) Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Sigma Delta Chi. Co-educational.

Eastern State Normal School, Madison, S.D. Direction English dept. Faculty: Lois M. Drake. Enrollment: 16. Publications: The Eastern; The Trojan (a). Organizations: Sigma Tau Delta. Co-educational.

Emory University, Atlanta, Ga. Journalism dept. Faculty: Raymond B. Nixon, direction: Harllee Branch, Jr. Maurice Brewster. Enrollment: 41. Publications: Emory Wheel (w); Emory Phoenix; Emory Alumnus (bi-mo). Organizations: Pi Delta Epsilon. Awards: Phi Beta Kappa, graduate fellowship and assistantship. Co-educational in junior and senior years of college and graduate school only.

Emporia, College of, Emporia, Kan. Department. Faculty: James G. Johnson, director. Enrollment: 13. Publications: College Life. Co-educational.

Florida, University of, Gainesville, Fla. Department. Faculty: Elmer J. Emig, head; Dowling B. Leatherwood. Enrollment: 136. Organizations: Sigma Delta Chi. Awards: Sigma Delta Chi, scholarship award; Dillon achievement cup award.

Franklin College, Franklin, Ind. Department. Faculty: Horace D. Crawford. Enrollment: 23. Publications: The Franklin, Alma Mater. Co-educational.

Fresno State College, Fresno, Calif. Direction English Dept. Faculty: Paul Vincent Sheehan, Alan Middleton Bostwick. Enrollment: 40. Publications: Collegian (s-w); Campus (a); Caravan (s-a); Organizations: Alpha Phi Gamma. Co-educational.

Georgia, University of, 'Athens, Ga. Henry W. Grady School of Journalism. Faculty: John E. Drewry, director; Edward C. Crouse, assistant professor; Margaret Woodward, Lawrence W. Rember, instructors; George Boswell, Leo Rogers, Barbara Hutchins, assistants. Enrollment: 175. Publications: The Red and Black, The Banner-Herald and the Times. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Phi Beta Kappa, Phi Kappa Phi, Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Goucher College, Baltimore Md., Direction English Dept. Faculty: Harry T. Baker, assoc. prof. of English. Enrollment: 25. Publications: Goucher College Weekly, Kalends (q)

Greenville Woman's College of Furman University, Greenville, S. C. Direction English dept. Faculty: Prof. M. S. Fletcher Publications: The Hornet. Coordinated with Furman University.

Grinnell College, Grinnell, Iowa. Department. Faculty: Herschel M. Colbert. Enrollment: 38. Publications: Scarlet and Black (s-w); Malteaser (m); Tanager (m). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Mary Hardin-Baylor, Belton, Texas. Department. Faculty: Helen Zene Wortman, director; Ruth Carlton, assistant. Enrollment: 35. Publication: The Bells (w). Organizations: Theta Sigma Phi. Awards: Belton Journal Feature Story Cup.

Hardin-Simmons University, Abilene, Texas. Department. Faculty: Frank Junell. Enrollment: 85. Publications: The Brand; The Bronco (a); The Corral Magazine. Co-educational.

Hastings College, Hastings, Neb. Department. Faculty: Kenneth A. Browne. Enrollment: 20. Publications: The Collegian (w); The Bronco (a). Awards: Cash awards for best features and news articles. Co-educational.

Hood College, Frederick, Md. Direction English dept. Faculty: Dr. Esther E. Shaw, head; Mary E. Osborn, assistant professor of English. Enrollment: 10. Publications: Blue & Grey. Awards: Annual awards for best news story in student newspaper and best editorial.

Houston, University of, Houston, Texas. Department. Faculty: F. R. Birney. Publications: Cougar. Awards: Staff Pins and prizes. Co-educational.

Howard College, Birmingham, Ala. Direction English dept. Faculty: J. F. Rothermel. Enrollment: 32. Publications: Howard Crimson (w). Co-educational.

Hunter College of the City of New York, Park ave. and 68th st., New York City. Pre-Journalism Specialization. Faculty: Emma K. Temple, associate professor, chairman, pre-journalism committee; Mrs. Edith M. Beals; Mrs. Katherine R. Molinoff. Publications: Hunter Bulletin (w). Organizations: Sigma Tau Delta. Awards: Miriam Weinberg Richter Memorial Prize, income from a fund of $2,500.

Idaho, University, Moscow, Idaho. Direction English dept. Faculty: Elmer F. Beth. Enrollment: 85. Publications: Idaho Argonaut (s-w); Blue Bucket; Gem (a). Organizations: Press Club, Theta Sigma. Co-educational.

Illinois, University of, Urbana, Ill. School of Journalism. Faculty: Lawrence W. Murphy, director; R. R. Barlow, O. C. Leiter, C. L. Allen, F. S. Siebert, B. S. Dickinson, Nelson Shere, J. F. Wright, F. E. Schooley, Paul McMichael. Enrollment: 160. Publications: Daily Illini. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi, Gamma Theta Phi, Phi Alpha Chi. Awards: Sigma Delta Chi. Co-educational.

Indiana University, Bloomington, Ind. Department. Faculty: Prof. Joseph W. Piercy; Prof. Joseph A. Wright; Prof. J. W. French; Frank Elliott, director of publicity. Enrollment: 326. Publications: The Indiana Daily Student. Organizations: Sigma Delta Chi. Awards: $200 scholarship; book; name engraved on silver cup for outstanding girl in journalism. Co-educational.

Iowa State College, Ames, Iowa. Department. Faculty: Blair Converse, head and professor; Richard W. Beckman, assistant professor; Kenneth R. Marvin, assistant professor; Katherine Goeppinger, instructor; Ruth Ellen Lovrien, graduate assistant; Gerald Seaman, graduate assistant. Enrollment: 254 (of whom 73 are professional students and the rest are majoring in other departments). Publications: Iowa State Student (tri-w); Iowa Agriculturist, Iowa Engineer, Iowa Homemaker, Bomb (a). Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Two graduate scholarships. Annual award of watch by Sigma Delta Chi for best student editorial work of the year. Co-educational.

Iowa, State University of, Iowa City, Iowa. School. Enrollment: 341. Publications: Daily Iowan, Hawkeye, Frivol, Journal of Business, Transit. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Sigma Delta Chi Scholarship, John Hamilton Johnson Memorial. Co-educational.

Kansas State College of Agriculture and Applied Science, Manhattan, Kan. Department. Faculty: C. E. Rogers, head; F. E. Charles, R. R. Lashbrook, Helen H. Hostetter, E. T. Keith, E. M. Amos. Enrollment: 189. Publications: Collegian, Royal Purple, Kansas State Engineer, Kansas State Agricultural Student. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Arthur Capper Award for superior attainment in agricultural journalism. Co-educational.

Kansas, University of, Lawrence, Kan. Department. Faculty: L. N. Flint, chairman; W. A. Dill, associate; J. J. Kistler, A. M. Lee, E. N. Doan, assistant professors. Enrollment: 205. Publications: University Daily Kansan, The Jayhawker, Sour Owl, Dove. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Henry Schott Memorial Prize; Alumni Loan Scholarships; Don Carlos Short Story Prize. Co-educational.

Kent State University, Kent, Ohio. Department of Journalism and Publicity. Faculty: B. F. Engleman, head. Enrollment: 30. Publications: The Kent Stater (w); Chestnut Burr (a). Organizations: Chi Pi. Co-educational.

Lehigh University, Bethlehem, Pa. English dept. Faculty: Dale H. Gramley, director; K. K. Kost. Enrollment: 137. Publications: The Brown and White (s-w). Organizations: Pi Delta Epsilon.

Los Angeles Junior College, 855 North Vermont ave., Los Angeles, Calif. Publications dept. Faculty: Robert E. Harris, chairman; I. Colodny, Kathryn P. Lambeau, Byron E. Ellis, Marshall Green, D. Eugene Kinnett. Enrollment: 163. Publications: Junior Collegian (tri-w); Junior Campus (a); Student Handbook; Press Bulletin. Organizations: Gamma Delta Upsilon; Matrix Table. Co-educational.

Louisiana State University, Baton Rouge, La. School. Faculty: Marvin G. Osborn, director; Marcus M. Wilkerson, professor; C. R. F. Smith, assistant professor; Marjorie B. Arbour, instructor; Richard H. Wiggins, assistant. Enrollment: 171. Publications: The Reveille, The Gumbo. Organizations: Chi Sigma, Theta Sigma Phi, Kappa Tau Alpha. Awards: State-Times-Advocate fellowship; journalism fellowships and scholarships. Co-educational.

Maine, University of, Orono, Maine. Direction English dept. Faculty: James Moreland. Enrollment: 67. Publications: Maine Campus (w); Maine Review (q); The Prism (a). Organizations: Kappa Gamma Phi. Co-educational.

Marquette University, Milwaukee, Wis. College of Journalism. Faculty: J. L. O'Sullivan, dean; Maynard W. Brown, Edward Percival, Norbert Duehren, Richard S. Davis, Walter Mattison, Earl Huth. Enrollment: 155. Publications: The Marquette Tribune, Journal and Hilltop. Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Awards: Milwaukee Woman's Advertising Club Scholarship; Thomas Boehm prizes. $50 per year; John Danihy prizes, $25 yearly. Co-educational.

Marshall College, Huntington, W. Va. Department. Faculty: William Page Pitt, director; H. R. Pinckard, W. C. Tucker, Virginia Lee. Enrollment: 180. Publications: The Parthenon (s-w). Organizations: Fourth Estate Club, Press Club. Awards: Fourth Estate Club Award. Co-educational.

Mercer University, Macon, Ga. Department. Faculty: John D. Allen, head. Enrollment: 29. Publications: Mercer Cluster, Mercer Bear (m). Co-educational.

Miami University, Oxford, Ohio. Direction English dept. Faculty: R. J. McGinnis. Enrollment: 120. Publications: Miami Student (bi-w). Awards: Gold, bronze, silver matrice keys. Co-educational.

Michigan State College, East Lansing, Mich. Department. Faculty: Lloyd E. Geil, A. J. Patch, R. J. Coleman. Enrollment: 125. Publications: Michigan State News; Wolverine. Co-educational.

Michigan, University of, Ann Arbor, Mich. Department. Faculty: John Lewis Brumm, Wesley H. Maurer, Donal Hamilton Haines, Maynard Hickes. Enrollment: 350. Publications: Michigan Journalist. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi. Awards: McNaught medals in journalism. Co-educational.

Midland College, Fremont, Neb. Department. Faculty: W. Emerson Reck. Enrollment: 16. Publications: The Midland, The Warrior (a). Organizations: Theta Gamma Epsilon. Awards: Theta Gamma Epsilon; Fremont Tribune awards. Co-educational.

Mills College, Oakland, Calif. Direction English dept. Faculty: Rosalind A. Keep, asst. prof. of English. Enrollment: 6. Publications: Mills College (w); Mills College (a); Jargon. Co-educational in summer sessions.

Minnesota, University of, Minneapolis, Minn. Department. Faculty: Ralph D. Casey, chairman; Thomas F. Barnhart, Edwin H. Ford, Mitchell V. Charnley, Ralph O. Nafziger, Fred L. Kildow, Thomas E. Steward, William P. Kirkwood. Enrollment: 210. Publications: University of Minnesota Daily, Ski-U-Mah, Gopher Mentor. Organizations: Sigma Delta Chi, Theta Sigma Phi, Advertising Club. Awards: Northwest Daily Press Association Scholarship, $100 for the college year; Sigma Delta Chi and Theta Sigma Phi awards. Co-educational.

Missouri, University of, Columbia, Mo. School. Faculty: Frank L. Martin, dean; Roscoe B. Ellard, professor; T. C. Morelock, E. K. Johnston, Eugene W. Sharp, J. Edward Gerald, associate professors, Frances Grinstead, Lola Anderson, assistant professors; F. Kenneth Bell, William H. Lathrop, instructors. Enrollment: 359. Publications: Columbia Missourian. Organizations: Theta Sigma Phi, Gamma Alpha Chi, Sigm Delta Chi, Alpha Delta Sigma, Kappa Tau Alpha. Awards: Five John W. Jewell Scholarships, Jay L. Torrey Scholarship, Eugene Field Scholarship, Journalism Alumni Scholarship, Journalism Student Association Scholarship, Special Distinction Award for Women, Oliver N. Gingrich Merit Award in Advertising, Agricultural Journalism Award. Co-educational.

Montana, State University of, Missoula, Mont. School. Faculty: A. L. Stone, dean; Robert L. Housman, Andrew C. Cogswell, Charles W. Hardy. Enrollment: 171. Publications: Montana Kaimin (s-w); Incinerator. Organizations: Theta Sigma Phi, Sigma Delta Chi. Co-educational.

Mount Holyoke College, South Hadley, Mass. Two Courses under English dept. Faculty: C. Maud H. Lynch. Enrollment: 19. Publications: Llamarada (a); Mount Holyoke News (w); Mount Holyoke (m).

Mount Mary College, Milwaukee, Wis. Department. Faculty: Mrs. R. George Gauerke. Enrollment: 10. Publications: Mount Mary Times, Black Hawk, The Arches. Awards: Keys to Catholic School Press Association.

Muhlenberg College, Allentown, Pa. Direction English dept. Faculty: Stephen G. Simpson. Enrollment: 24. Publications: Muhlenberg Weekly.

Mundelein College, Chicago, Ill. Direction English dept. Faculty: Sister Mary Madelina, Sister Mary Irma. Enrollment: 22. Publications: The Skyscraper, The Clepsydra (q); Quest. Awards: Creative writing awards given annually for poetry, essay, short story, editorial and book review.

University of Nebraska, Lincoln, Neb. School. Faculty: Gayle C. Walker, associate professor and director; Forrest C. Blood, prof. of advertising; Robert P. Crawford, prof. of agricultural journalism; Sherlock B. Gass, prof. of English; James E. Lawrence, associate professor; Lawrence L. Pike, instructor. Enrollment: 225. Publications: The Daily Nebraskan; Awgwan (m); Cornhusker (a). Organizations: Theta Sigma Phi; Sigma Delta Chi; Gamma Alpha Chi. Awards: Sigma Delta Chi cup. Co-educational.

Nevada, University of, Reno, Nev. Sub-department of journalism. Faculty: Prof. A. L. Higginbotham. Enrollment: 100. Publications: University of Nevada Sagebrush. Organizations: Press Club. Awards: William S. Lunsford scholarship. Co-educational.

New Mexico, Albuquerque, N. M. Direction English dept. Faculty: Ernest W. Hall. Enrollment: 12. Publications: University Lobo (w). Co-educational.

Newspaper Institute of America, 1 Park ave., New York City. Faculty: John C. Klein, Robert M. Smith, Maurice Postley, J. Wesley Ainge. Enrollment: 805. Publications: Copy Desk Flash. Correspondence School.

New York University, Washington Square, New York City. Department, School of Commerce. Faculty: Dr. H. Rathbone, chairman; Leon R. Whipple, professor; John Bakeless, asst.; Helen Mann, asst.; Sylvia C. Bates, asst.; Paul A. Tierney, Hector Perrier, George H...

(*Continued on page* 196)

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SCHOOLS, DEPARTMENTS AND COURSES IN JOURNALISM—U. S.

(*Continued from page* 194)

ings, Helen Beattie, Lillian Block, Nathan Shaviro, instructors. Enrollment: 687; 276 majors. Publications: Commerce Bulletin. Organizations: Theta Sigma Phi. Awards: James Fenimore Cooper prize; EDITOR & PUBLISHER prize; Joyce Kilmer prize; David James Burrell prize; Don R. Mellett prize; James Melvin Lee memorial award; William Bradford Memorial Fellowship; Edgar Wilson Nye prize. Co-educational.

North Carolina, University of, Chapel Hill, N. C. Department. Faculty: O. J. Coffin, professor; W. S. Spearman, instructor. Enrollment: 49. Co-educational.

North Dakota, University of, Grand Forks, N. D. Department. Faculty: J. H. Mader, head; John Cameron Sim, assistant. Enrollment: 60. Publications: The Dakota Student; The North Dakota Alumni Magazine; The North Dakota Engineer; The Dacotah (a); The North Dakota Star; The Grand Forks Herald. Organizations: Sigma Delta Chi; Matrix. Awards: Sigma Delta Chi Scholarship Key. Co-educational.

Northwestern University, Day Division, Commerce Building, Evanston, Ill; Evening Division, Wieboldt Hall, McKinlock Campus, Chicago. Medill School of Journalism. Faculty: William R. Slaughter, educational adviser to the school. Enrollment: 119, Evanston; 302, Chicago. Publications: Daily Northwestern. Organizations: Theta Sigma Phi, Iota Sigma Epsilon, Sigma Delta Chi, Iota Sigma Omicron. Awards: George C. Bastian Memorial Award. Co-educational.

Ohio Northern University, Ada, Ohio. Direction English dept. Faculty: Lawrence Freeman, asst. prof. in charge. Enrollment: 841. Publications: Northern Review (b-w); Northern (a). Organizations: Alpha Phi Gamma. Awards: Part-time scholarships in major staff positions. Co-educational.

Ohio State University, Columbus, Ohio. School. Faculty: James E. Pollard, acting director; Lester Getzloe, Norval Neil Luxon, Harry R. O'Brien. Enrollment: 235. Publications: Ohio State Lantern. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: The Wolfe Journalism Medal. Co-educational.

Ohio University, Athens, Ohio. Department. Faculty: George Starr Lasher, head; Royal H. Ray, Charles H. Harris, William Smiley. Enrollment: 55. Publications: The Green and White (s-w); Athens Messenger. Organizations: Sigma Delta Chi, Kappa Tau Alpha, Sigma Rho. Awards: Sigma Delta Chi scholarship award. Co-educational.

Ohio Wesleyan University, Delaware, Ohio. Direction English dept. Faculty: Harry E. Wood, Jr. Enrollment: 106. Publications: Ohio Wesleyan Transcript, Le Bijou (a); Sulpher Spray. Organizations: Phi Delta Epsilon. Co-educational.

Oklahoma A. and M. College, Stillwater, Okla. Direction English dept. Faculty: Clement E. Trout, prof. in charge; George F. Church, asst. prof. Enrollment: 28. Publications: The Daily O'Collegian. Co-educational.

Oklahoma, University of, Norman, Okla. School. Faculty: H. H. Herbert, professor and director; John H. Casey, professor; Fayette Copeland, associate professor; Grace E. Ray, assistant professor; A. Clarence Smith, assistant professor; Charles H. Brown, assistant; Frances K. Hunt, editorial assistant (on leave); Stewart Harral, graduate assistant. Enrollment: 140 undergraduate and graduate major students; 364 class enrollments. Publications: Oklahoma Daily; Sooner State Press (w); Oklahoma News Bulletin (w); Covered Wagon (m); O. U. Campus News (q); Sooner (a). Organizations: Sigma Delta Chi; Theta Sigma Phi. Awards: Sigma Delta Chi. Co-educational.

Oklahoma City University, Oklahoma City, Okla. Department. Faculty: W. P. Atkinson, director; Howard Thornton, Jack Bell, Edith Johnson, Irvin Hurst, Dr. Winnie Sanger. Enrollment: 125. Publications: The Campus; Scarab (a); The Oklahoma Cityan. Organizations: Press Club. Awards: Bronze, gold, and silver awards for outstanding work. Co-educational.

Oregon, University of, Eugene, Ore. School. Faculty: Eric W. Allen, dean; W. F. G. Thacher, George Turnbull, Arne Rae, Robert C. Hall, Charles M. Hulten. Enrollment: 264. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi. Awards: Various cups, plaques, and prizes. Co-educational.

Oregon State College, Corvallis, Ore. Department. Operating cooperatively with School of Journalism at University of Oregon. Faculty: Fred M. Shideler, head; C. J. McIntosh. Enrollment: 16 majors; 125 a term average in service courses. Publications: Oregon State Daily Barometer; The Beaver (a); Technical Record; Annual Cruise; Agricultural Journal; Lamplighter. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Awards: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Pacific Union College, Angwin, Calif. Department and under direction of the English dept. Faculty: Charles E. Weniger. Enrollment: 20. Publications: Campus Chronicle. Co-educational.

Pasadena Junior College, Pasadena, Calif. Direction English dept. Faculty: Dr. Glenn L. Lembke, John E. Ehlen, Ned F. Stirling, Gladys Snyder, Harriett B. McClay. Enrollment: 128. Publications: Chronicle (w); Campus (a); Vo-Mag (bi-a). Organizations: Beta Phi Gamma. Co-educational.

Pennsylvania College For Women, Pittsburgh, Pa. Direction English Dept. Faculty: Professor Robert X. Graham. Enrollment: 17. Publications: Arrow (w); Pennsylvanian; Yearbook.

Pennsylvania State College, State College, Pennsylvania. Department. Faculty: Franklin Banner, Wm. F. Gibbons; Louis H. Bell; Fred Fuller Shedd, Wm. K. Ulerich, Sheldon C. Tanner. Enrollment: 150. Publications: Old Main Bell, Penn State Collegian, Penn State Froth, Penn State Engineer, Penn State Farmer, La-Vie. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Pi Delta Epsilon. Awards: Five journalism scholarships of $150 a year. Co-educational.

Pennsylvania, University of, Philadelphia, Pa. Direction English dept. Faculty: R. D. James, director; P. C. Kitchen, M. A. Shaaber, C. M. Dowlin. Enrollment: 140. Publications: Pennsylvanian, Punch Bowl, Wharton Review.

Pittsburgh, University of, Pittsburgh, Pa. Department. Faculty: Robert X. Graham, Luke Swank, Wm. C. Arthur, Frank Carver. Enrollment: 56. Publications: Pitt News (tri-w); Panther; Owl (a); Journeyman; Record; Alumni Review. Organizations: Xylon, Sigma Delta Chi. Co-educational.

Puget Sound, College of, Tacoma, Wash. Direction English dept. Faculty: Kenneth M. Hindbey. Enrollment: 60. Publications: Puget Sound Trail, Tamanawas (a); Tide. Organizations: Alpha Phi Gamma. Co-educational.

Rhode Island State College, Kingston, R. I. Direction English dept. Faculty: Prof. Herbert M. Hofford. Enrollment: 44. Publications: The Beacon, The Grist, The Campus Clarion. Co-educational.

The Rosemont College, Rosemont, Pa. Direction English dept. Faculty: Dr. Reese D. James. Enrollment: 28. Publications: The Rambler.

Rutgers University, New Brunswick, N. J. Department. Faculty: Kenneth E. Olson, director; Hubert E. Ede, assoc. prof.; Kenneth Q. Jennings, asst. prof. Enrollment: 107. Publications: Rutgers Targum, N. J. C. Campus News. Organizations: Pi Gamma. Awards: New Jersey Press Assn. $100 scholarship; Edgar B. Bacon $400 annual for resident of Hudson County, N. J. Co-educational.

St. Elizabeth's College, Convent Station, N. J. Direction English dept. Faculty: Sister Marie-Victoire, Sister Mary Vincent. Enrollment: 8.

San Benito County Junior College, Hollister, Calif. Department. Faculty: Rosemaie C. Power. Enrollment: 25. Publications: Jay Seer. Organizations: Beta Phi Gamma. Co-educational.

San Diego State College, San Diego, Calif. Direction English dept. Faculty: Mrs. Florence Smith Dickhaut. Enrollment: 38. Publications: State College Aztec (w); El Palenque; Del Sudoeste (a). Co-educational.

Santa Ana Junior College, Santa Ana, Calif. Direction English dept. Faculty: John H. McCoy. Enrollment: 51. Publications: El Don (w); Del Ano (a); Tavern Post (s-a); Freshman Handbook; Student Directory; College News Service. Co-educational.

St. Mary's University of San Antonio, San Antonio, Texas. Direction English Dept. Faculty: Peter J. Schlitt. Publications: The Rattler, The Diamond Back.

St. Thomas College, Scranton, Pa. Direction English Dept. Faculty: James Driscoll, John Cuff. Enrollment: 40. Publications: Aquinas.

South Carolina, University of, Columbia, S. C. School. Faculty: J. Rion McKissick. Enrollment: 61. Publications: The Gamecock, The Garnet and Black. Awards: Beaufort Watts Ball Scholarship. Co-educational.

South Dakota State College, Brookings, S. D. Department of Printing and Rural Journalism. Faculty: A. A. Applegate, head; G. L. Hollen, E. B. Harding, A. D. Evenson, G. T. Martin, H. S. Hepner, Mrs. E. R. Korstad. Enrollment: 71. Publications: Industrial Collegian (w); Jackrabbit (a). Co-educational.

South Dakota, University of, Vermillion, S D. Department. Faculty: E. G. Trotzig, G. R. Bauer, J. B. Townsley. Enrollment: 71. Publications: The Volante, The Wet Hen, The Coyote. Awards: Alpha Chi Alpha. Co-educational.

Southern California, University of, Los Angeles Calif. School. Faculty: Roy L. French, director and professor of journalism; Ivan Benson, associate professor; Marc N. Goodnow, lecturer and field representative; Adamantios Th. Polyzoides, lecturer; Louise E. Denny, assistant. Advertising: W. D. Moriarty, professor; Frank A. Nagley, associate professor. Total registration: 152 as follows: Freshmen and sophomores (pre-journalism), 69; juniors, seniors and graduate students (School of Journalism), 63. Publications: Daily Trojan, El Rodeo (a), Wampus (m). Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Awards: Students are eligible for election to Phi Beta Kappa and Phi Kappa Phi. Students also eligible for the Sigma Delta Chi scholarship key. Two four-year scholarships are awarded annually. Co-educational.

Southern Methodist University, Dallas, Texas. Department. Faculty: A. F. Henning. Enrollment: 66. Publications: The Semi-Weekly Campus. Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Co-educational.

Southwestern College, Winfield, Kan. Direction English dept. Faculty: Ruth Prather Midyette. Enrollment: 54. Publications: The Collegian. Co-educational.

Stanford University, Stanford University, Calif. Department in School of Social Science. Faculty: Chilton R. Bush, executive head; Berton J. Ballard, Clifford F. Weigle, instructors; Hartley Jackson, Neal Van Sooy, lecturers; Mrs. Ruth Douglass, secretary. Enrollment: 155. Publications: Stanford Daily. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Sigma Delta Chi awards; election to Phi Beta Kappa. Co-educational.

Syracuse University, Syracuse, N. Y. School. Faculty: Matthew Lyle Spencer, dean; Arthur Judson Brewster, associate professor of advertising; John Leonard Gorman, assistant in journalism; Frank B. Hutchinson, instructor; Douglass Wood Miller, assistant professor; Leslie A. Nichols, Jr., assistant; Paul M. Paine, lecturer; Herbert Hall Palmer, associate professor; Louise Anita Schiavoni, secretary to the dean. Enrollment: 11. Publications: Syracuse Daily Orange, The Syracusan. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Co-educational.

Tarleton Agricultural College, Stephenville, Texas. Journalism courses included in Department of Economics, Sociology, and Journalism. Faculty: Roberta Clay, assoc. prof. Enrollment: 34. Publications: The J-Tac (w). Co-educational.

Temple University, Philadelphia, Pa. Department. Faculty: H. E. Birdsong, head; Dr. Harvey M. Watts, lecturer; Charles A. Wright. Enrollment: 150. Publications: Temple News (tri-w); The Owl (m); Templar (a); Student Handbook (a). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Texas Christian University, Fort Worth, Tex. Department. Faculty: J. Willard Ridings, head; Miss Grace Maloney, assistant. Enrollment: 42. Publications: The Skiff. Awards: Skiff Scholarship, $150. Co-educational.

Texas State College for Women, Denton, Tex. Department. Faculty: F. L. McDonald, director; Frank C. Rigler, instructor. Enrollment: 94. Publications: The Lasa-O; Daedalian (a). Organizations: Theta Sigma Phi. Awards: Theta Sigma Phi, plaque award.

Texas, University of, Austin, Texas. Department. Faculty: Paul J. Thompson, DeWitt C. Reddick, Granville Price, Ray E. Lee, Afton T. Wynn. Enrollment: 270. Publications: The Daily Texan. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Texas Women's Press Association Scholarship; Clarence E. Gilmore editorial prize; Pitluk medal in advertising. Co-educational.

Bessie Tift College, Forsyth, Ga. Direction English dept. Faculty: R. L. Brantley. Enrollment: 11. Publications: Campus Quill (w); Chiaroscuro (a).

Toledo, University of, Toledo, Ohio. Direction English dept. Faculty: W. E. Hall, director. Enrollment: 75. Publications: Campus Collegian (w). Organizations: Alpha Phi Gamma. Awards: Best five each year have a chance to take seminar course on the Toledo Blade. Co-educational.

Trinity University, Waxahachie, Tex. Direction English Dept. Faculty: Lester Jordan. Enrollment: 30. Publications: Trinitonian, Mirage. Awards: Miniature Pulitzer Prize contests held and awards given winners. Co-educational.

Tulane University, New Orleans, La. Department in College of Arts and Sciences. Faculty: George Simmons. Enrollment: 53. Publications: Tulane Hullabaloo. Organizations: Theta Nu, Kappa Tau Alpha. Awards: Three scholarships of $100 each; $100 prize given by Dorothy Dix for best human interest story. Co-educational.

Tulsa, University of, Tulsa, Okla. Direction English dept. Faculty: W. E. Morris, Jr., Enrollment: 40. Publications: The Tulsa Collegian. Co-educational.

Valparaiso University, Valparaiso, Ind. Direction English dept. Faculty: Russell J. Hammargren. Enrollment: 15. Publications: The Torch (w); Uhlan (a). Organizations: Iota Sigma. Co-educational.

Washburn College, Topeka, Kan. Direction English dept. Faculty: J. F. Zimmerman, head; Hanson B. Pigman. Enrollment: 35. Publications: Washburn Review (w); Kaw (a). Organizations: Alpha Lambda Epsilon. Co-educational.

Washington, University of, Seattle, Wash. School. Faculty: Vernon McKenzie, director; Robert W. Jones, Fred W. Kennedy, Merrit E. Benson, Byron H. Christian, Robert S. Mansfield. Enrollment: 289. Publications: U. of W. Daily; Tyee (a); Columns (m). Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Sigma Delta Chi Awards; "Pa" Kennedy Award. Co-educational.

Washington and Lee University, Lexington, Va. Lee School of Journalism. Faculty: O. W. Riegel, director; Richard P. Carter, C. Harold Lauck. Enrollment: 65. Publications: Ring-tum Phi; Southern Collegian. Organizations: Sigma Delta Chi. Awards: Journalism Scholarship.

Washington University, St. Louis, Mo. Direction English dept. Faculty: Raymond H. Howes, Robert A. Willier. Enrollment: 65. Publications: Student Life, Hatchet, Eliott. Co-educational.

Wellesley College, Wellesley, Mass. Direction English dept. Faculty: Agnes F. Perkins, Josephine H. Batchelder. Enrollment: 58. Publications: News (w); Review (m).

Wesleyan College, Macon, Ga. Department. Faculty: Virginia Garner. Enrollment: 24. Publications: Wesleyan Watchtower.

Westminster College, New Wilmington, Pa. Direction English dept. Faculty: Wallace R. Biggs. Publications: The Holcad. Organizations: Psi Nu, Pi Delta Epsilon. Co-educational.

West Virginia University, Morgantown, W. Va. Department. Faculty: P. I. Reed, director; George R. Rinehart, R. Boone Michelson. Enrollment: 144; 40 junior and senior majors. Publications: Daily Athenaeum. Organizations: Journalliers, Matrix, Kappa Tau Alpha, University Press Club. Awards: Press Club reporting award. Co-educational.

Wheaton College, Wheaton, Ill. Direction English dept. Faculty: C. S. Kilby, V. D. Jolley. Enrollment: 25. Publications: Wheaton Record (w). Co-educational.

Whitman College, Walla Walla, Wash. Direction English dept. Faculty: Sherman Mitchell. Enrollment: 30. Publications: The Pioneer, Yeast. Awards: Membership in Press Club. Co-educational.

Wichita, University of, Wichita, Kan. Department. Faculty: Leo W. Allman, director; Ivyl Barker, instructor; Dr. I. A. Marten, lab. instructor in press photography. Enrollment: 86. Publications: The Sunflower, Wheatshocker, Parnassus. Organizations: Matrix, Colophon. Awards: Gouldner. Co-educational.

William & Mary, College of, Williamsburg, Va. William Parks School of Journalism. Faculty: G. Glenwood Clay. Enrollment: 36. Publications: The Flat Hat, Literary Magazine. Organizations: Pi Delta Epsilon. Co-educational.

Wisconsin, University of, Madison, Wis. School. Established 1905. Grant I. Hyde, acting director, professor of journalism; Ralph O. Nafziger (on leave); Helen M. Patterson, assistant professor; George L. Bird, Frank Thayer, Bruce R. McCoy (on leave), lecturers; Fred R. Marvin, Robert H. Foss, Henry L. Smith, Vernon Loughran, graduate assistants. Agricultural journalism: Andrew W. Hopkins, William A. Sumner, professors. Advertising: R. R. Aurner, professor; D. I. Fellows, associate professor. Total registration: 352, as follows: Freshmen and sophomores (pre-journalism), 223; juniors, seniors, and graduate students (School of Journalism), 129. Publications: Daily Cardinal, Octopus (m), Wisconsin Country Magazine (m); Wisconsin Engineer (m); Badger (a). Organizations: Sigma Delta Chi, Theta Sigma Phi, Coranto, University Press Club. Special awards: Students are eligible for election to Phi Beta Kappa and Phi Kappa Phi. Co-educational.

Wyoming, University of, Laramie, Wyo. Direction English dept. Faculty: George F. Gering. Publications: The Branding Iron (w); Wyo Magazine (q). Organizations: Blue Pencil. Awards: An Honor Book. Co-educational.

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NEWSPAPER PROMOTION CONTEST FOR 1935

THE guiding purpose in this, the fifth annual contest for the best in newspaper promotion under the auspices of EDITOR & PUBLISHER, has been to provide as wide an interest as possible in all phases of newspaper promotion, with emphasis on campaigns embodying a definite plan or presenting the newspaper and its market to readers and advertisers.

The general rules, regulations and conditions of this contest, as given below, are the same as in previous years, and after full and careful consideration, have been approved by the Officers of the National Promotion and Research Managers Association of America.

Entries will be welcomed from all daily newspapers of the United States and Canada regardless of their size or volume of advertising. While there are no rigid rules as to mounting or otherwise displaying entered material, it is obvious that ads or folders simply mounted upon a firm backing and properly labeled as to the classifications for which they are entered will be more easily handled and evaluated than a collection of loose pages. Uniformity of mounting and labeling all the entries of a single newspaper was also found helpful to the judges in last year's contest.

A silver loving cup and a bronze plaque will be awarded as first prize for best all around newspaper promotion in the year 1935.

The former silver cup, having been won three times by The New York Daily News, becomes the permanent property of that newspaper.

Certificates of Distinguished Merit and Honorable Mention will be awarded in each classification as second and third prizes.

The plaque and the certificates of distinguished merit and honorable mention remain the property of the individual newspapers.

THE JURY OF AWARDS

Wm. H. Johns, Batten, Barton, Durstine & Osborn.
Wilfred W. Fry, N. W. Ayer & Son.
Frank Irving Fletcher, Advertising.
Sturges Dorrance, Dorrance, Sullivan & Co.
H. K. McCann, McCann-Erickson Co.
Ken R. Dyke, Colgate-Palmolive-Peet Co.
Paul Hollister, R. H. Macy & Co.
Paul B. West, Pres., Association of National Advertisers.
Wm. A. Hart, E. I. DuPont, DeNemours & Co.
John C. Wood, B. Altman Co.
Allyn B. McIntire, Pepperell Mfg. Co.
W. E. Witzleben, Dir. Adv., American Tobacco Co.
Allan T. Preyer, Vick Chemical Co.
David M. Davies, Seagram Distillers Corp.
Robert J. Flood, National Biscuit Co.
J. A. Donan, Standard Oil Company of New Jersey.
Stuart Peabody, The Borden Co.
E. J. Finneran, National Dairy Products Co.

Awards will be made for the following groups of promotion:

1. The best all-around promotion work conducted during the year 1935, including all phases of promotion—circulation, advertising, direct mail, research, etc. The determining factors will be: The extent of the campaign, attractiveness of layouts, and art work, and the value of the copy. The winner of the first prize will receive an inscribed silver cup and plaque. The plaque will remain in permanent possession. The cup will be held for one year and passed to the winner of the next award. A newspaper winning the cup for three years will win permanent possession. The second prize will be a certificate of honorable mention.

2. For the best all-around promotion work under the auspices of a regional or territorial association or of a group of newspapers under common ownership, the determining factors to be as above stated. Two certificates will be awarded, one for first prize, and one for honorable mention.

3. For each of the following divisions there will be certificates for first and second places. The determining factor in each case will be the value of the advertising—copy, layout and art work all being considered. In order to be eligible, the advertisements or printed matter within each group must have been actually published during 1935.

Advertisements for Circulation

1. The most valuable single advertisement for circulation purposes. This may refer to one feature or one department of a newspaper, or it may refer to the entire newspaper.

2. The most valuable campaign of three or more advertisements for circulation purposes. This may refer to any one feature or one department, or it may refer to the entire newspaper.

Advertisements for Advertising

1. The most valuable single advertisement directed to advertisers and appearing in newspapers. This may refer to one feature or one department of a newspaper, or it may refer to the entire newspaper.

2. The most valuable campaign of three or more advertisements addressed to advertisers and appearing in newspapers. This may refer to one feature or one department of a newspaper, or it may refer to the entire newspaper.

Classified Advertising

1. The most valuable single advertisement for promotion of classified advertising.

2. The most valuable campaign of three or more advertisements for promotion of classified advertising.

Trade Paper Advertising

1. The most valuable single advertisement appearing in trade papers.

2. The most valuable campaign of three or more advertisements appearing in trade papers.

Direct Mail Advertising

1. The most valuable single mailing piece directed to advertisers.

2. The most valuable campaign of three or more mailing pieces directed to advertisers.

Mailing pieces may include folders, leaflets, books, booklets, letters—anything that is sent through the mails.

Data Books—Research Studies

1. The most valuable data book presenting a general analysis of the market and the newspaper.

2. The most valuable research study, analyzing some specific phase of the market or the newspaper.

Entries should be carefully packed to prevent damage in transit and should be addressed:

Newspaper Promotion Contest

EDITOR & PUBLISHER

1700 Times Building, New York City

Entries postmarked after midnight, February 28, will not be considered by the judges.

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS

Prepared by Dr. CURTIS D. MacDOUGALL

† Dagger (†) indicates book is out of print.

* Asterisk (*) indicates book was published in 1935.

AMERICAN JOURNALISM

HISTORIES

Author	Title	Publisher
Bleyer, W. G.	Main Currents	Houghton Mifflin
Lee, J. M.	History of American Journalism	Houghton Mifflin
*McMurtrie, D. C	The Beginnings of the American Newspaper.	Black Cat Press, Chicago
Mott, F. L.	A History of American Magazines, 1741-1850.	Appleton
Payne, G. H.	History of Journalism in the U S.	Appleton
Regier, C. C.	The Era of the Muckraker	U. of No. Car.
Rosewater, Victor	History of Cooperative News Gathering in the U. S.	Appleton
Watson, E. S.	History of Auxiliary Newspaper Service	Illini
Wilkerson, M. M.	Public Opinion and the Spanish-American War.	Louisiana State University
Wisan, J. E.	The Cuban Crisis as Reflected in the New York Press	Columbia Univ.

HISTORIES OF INDIVIDUAL NEWSPAPERS

Author	Title	Publisher
*Bankson, R. A.	The Klondike Nugget	Caxton, Caldwell, Ida.
Barrett, J. W.	The World, the Flesh, and Mr. Pulitzer	Vanguard
†Chamberlin, J. E.	The Boston Transcript	Houghton Mifflin
Davis, Elmer	History of the N. Y. Times	New York Times
Hooker, Richard	The Story of an Independent Newspaper—the Springfield Republican	Macmillan
Leonard, J. N.	The Tragedy of Henry Ford (Dearborn Independent)	Putnam
†Nevins, Allan	The Evening Post	Boni-Liveright
†O'Brien, Frank	The Story of the Sun	Doran
.....	W. G. N.	Chicago Tribune

BIOGRAPHY AND AUTOBIOGRAPHY

Author	Title	Publisher
†Blythe, S. G.	The Making of a Newspaper Man	Altemus
Bok, E. W.	The Americanization of Edward Bok	Scribner
Bond F. F.	Mr. Miller of the (N. Y.) Times	Scribner
*Britt, George	Forty Years, Forty Millions (Frank A. Munsey)	Farrar-Rinehart
†Chapin, Charles	Charles Chapin's Story.	Putnam
Cochran, N. D.	E. W. Scripps	Harcourt-Brace
Cortissoz, Royal	Life of Whitelaw Reid.	Scribner
Crockett, A. S.	When James Gordon Bennet Was Caliph of Bagdad	Funk-Wagnalls
Davis, Maurice	The Caliph of Bagdad (O. Henry)	Appleton
*Dennis, C. H.	Victor Lawson	U. of Chicago
Downey, Fairfax	Richard Harding Davis.	Scribner
Fowler, Gene	Timberline (Denver Post)	Covici-Friede
†Gardner, Gilson	Lusty Scripps	Vanguard
†Garrison, W. P.	William Lloyd Garrison.	Century
Gilbert, Douglas	Floyd Gibbons	McBride
†Godwin, Parke	William Cullen Bryant.	Appleton
†Greeley, Horace	Recollections of a Busy Life	E. B. Treat
Harris, Joel C.	Henry W. Grady	Cassell
Heaton, J. L.	Cobb of the World	Dutton
Howe, E. W.	Plain People	Dodd Mead
Ireland, Alleyne	Joseph Pulitzer	Kennerley
Kansas City Star Staff	William Rickhill Nelson,	Riverside
†McClure, S. S.	Autobiography	Stokes
†McRae, M. A.	Forty Years in Newspaperdom	Brentano
Marcosson, I. F.	David Graham Phillips.	Dodd-Mead
Maverick, Augustus	Henry J. Raymond	A. S. Hale
†Merriam, G. S.	Life and Times of Samuel Bowles	Century
Mitchell, E. P.	Memoirs of an Editor.	Scribner
Neuman, F. D.	Irvin S. Cobb	Young, Paducah, Ky.
Nye, Bill	My Own Life Story	Century
†Ogden, Rollo	Edwin Lawrence Godkin.	Macmillan
Older, Fremont	My Own Story	Macmillan
Read, Opie	I Remember	R. Smith
Rosebault, C. J.	When Dana Was the Sun	McBride
†Seitz, D. C.	Horace Greeley	Bobbs-Merrill
†Seitz, D. C.	The James Gordon Bennetts	Bobbs-Merrill
†Seitz, D. C.	Joseph Pulitzer	Simon-Schuster
Smythe, J. H.	The Amazing Benjamin Franklin	Stokes
†Stackpole, E. J.	Behind the Scenes with a Newspaper Man	Lippincott
Stone, M. E.	Fifty Years a Journalist.	Doubleday-Page
†Watterson, Henry	Marse Henry	Doran
Weed, Harriet (editor)	Thurlow Weed	Houghton Mifflin
Wilson, J. H.	Charles A. Dana	Harper
†Winkler, J. K.	W. R. Hearst	Simon-Schuster

FOREIGN JOURNALISM

BRITISH

Author	Title	Publisher
Blumenfeld, Ralph D.	The Press in My Time	Rich-Cowan
Bourne, H. R. F.	English Newspapers	Chatto-Windus
Dasent, A. I.	John Thadeus Delane	Scribner
Escott, T. H. S.	Masters of English Journalism	Unwin
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Billy, Andre and Jean, Piot	Le Monde des Journaux.	Cres
Bourdon, Georges and others	Le Journalisme d'aujour'hui	Delagrave
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Hatin, E.	Histoire politique et littéraire de la Presse en France	Paris
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Bush, C. R.	Newspaper Reporting of Public Affairs	Appleton
Corbin, Charles.	Why News is News	Ronald
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†Boynton, H. W.	Journalism and Literature	Houghton Mifflin
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Boettiger, John	Jake Lingle	Dutton
Bullard, F. L.	Famous War Correspondents	Little-Brown
†Cobb, I. S.	Stickfuls	Doran
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14	700	476	378	322	294	224	154
16	800	544	432	368	336	256	176
18	900	612	486	414	378	288	198
20	1000	680	540	460	420	320	220
22	1100	748	594	506	462	352	242
24	1200	816	648	552	504	384	264
26	1300	884	702	598	546	416	286
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Boston (Mass.) Record
Burlington (Kans.) Republican
Chicago (Ill.) Times
Childress (Tex.) Index
Columbus (Ohio) Sunday Star
Dalhart (Tex.) Texan
Dunn (N. C.) Bulletin
Gillette (Wyo.) News-Record
Harrisburg (Pa.) Morning Telegraph
Larned (Kans.) Tiller & Toiler
Las Cruces (N. M.) News
Los Angeles (Calif.) Illustrated Daily News
Marianna (Fla.) Times Courier
Miami Beach (Fla.) Tribune
Mount Pleasant (Tex.) Times
Neodesha (Kans.) Sun
New Orleans (La.) Journal of Commerce
New York Bond Buyer
Ney York Corriere d'America
New York Investment News
New York Mirror
New York News
New York Queens Borough, Elmhurst, Register
Ogdensburg (N. Y.) Advance-News
Oklahoma City (Okla.) Beacon of Capitol Hill
Philadelphia (Pa.) News
Portales (N. M.) News
St. John (Kans.) Capital.
Salem (Mass.) Advocate
Scarsdale (N. Y.) Sun
Seward (Alaska) Gateway
Siloam Springs (Ark.) Herald Democrat
Walsenburg (Colo.) World-Independent
Washington (D. C.) News
Yonkers (N. Y. Record)

CANADA

Trail (B. C.) Times
Montreal (Que.) La Patrie

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GOOD ROLLER on Hand
Is Worth Three on the Way

We manufacture the following Rollers for inking purposes:

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- Non-Meltable Composition Rollers
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They're "Spinning Wool into Money" Again – – in NEW ENGLAND

Outstanding recovery in one of New England's greatest industries is emphasized by the recent government award of over 2,000,000 yards of flannel shirtings out of 3,164,002 yards—to New England woolen mills.

New England woolen and worsted manufactories employ a large percentage of New England's workers, and New England has experienced a marked boom in this industrial activity during the past Fall. With a U. S. increase of 96 per cent in wool consumption, New England, as a leader in this field, is benefitting accordingly.

As an example of how this region is vitally affected, one of its many textile centers alone has 10,000 more people employed than a year ago, with local payrolls over $700,000 higher. Most New England mills are sold into the Spring of '36.

This revival in the woolen industry is one of a number of marked recoveries in other New England business activities. These in turn, have speeded up buying power throughout New England. The New England Council estimates (11 months, 1935) that the volume of business in these six states has increased from 10 to 15 per cent over a year ago.

Let these 55 leading newspapers show the way to your consistent 1936 profit in this 8,500,000 market. Become one of the long list of successfull advertisers who signally are benefitting from the fact that

		Circulation	Ad Rates 2,500 lines	Ad Rates 10,000 lines	
MAINE—Population 797,423					
***Bangor Daily News	(M)	28,459	.09	.09	
***Portland Press-Herald Express, Sunday Telegram	(ME)	62,820	.20	.16	
NEW HAMPSHIRE—Population 465,293					
***Concord Monitor-Patriot	(E)	6,964	.05	.03	
††††Keene Sentinel	(E)	4,356	.036	.026	
***Manchester Union-Leader	(ME)	36,398	.15	.13	
VERMONT—Population 359,611					
***Barre Times	(E)	6,647	.04	.03	
††††Brattleboro Reformer	(E)	3,657	.04	.025	
***Burlington Free Press	(M)	16,376	.045	.045	
***Rutland Herald	(M)	13,908	.06	.06	
MASSACHUSETTS—Population 4,249,614					
***Boston Eve. American	(E)	247,617	.50	.50	
***Boston Sunday Advertiser	(S)	583,984	.75	.75	
***Boston Globe	(M&E)	260,871	.50	.50	
***Boston Post	(M)	358,412	.40	.40	
***Boston Post	(S)	381,713	.55	.55	
***Boston Transcript	(E)	29,537	.25	.25	
***Brockton Enterprise-Times	(E)	31,387	.10	.10	
***Fitchburg Sentinel	(E)	11,422	.06	.045	
***Greenfield Recorder-Gazette	(E)	6,404	.045	.045	
***Haverhill Gazette	(E)	15,910	.07	.06	
††††Holyoke Transcript Telegram	(E)	17,513	.08	.065	
***Lawrence Eagle-Tribune	(ME)	28,938	.11	.10	
§Lynn Item	(E)	16,974	.07	.06	
***Lowell Courier-Citizen and Evening Leader	(M&E)	22,258	.09	.08	
***The Lowell Sun	(E)	13,863	.09	.07	
***New Bedford Standard Times and Mercury	(M&E)	49,189	.15	.15	
***New Bedford Sunday Standard Times	(S)	25,731	.10	.10	
***North Adams Transcript	(E)	11,166	.06	.05	
***Pittsfield Eagle	(E)	19,225	.07	.07	
***Salem News	(E)	30,020	.09	.07	
***Taunton Gazette	(E)	9,336	.055	.045	
***Worcester Telegram and Evening Gazette	(M&E)	107,741	.28	.25	
***Worcester Sunday Telegram	(S)	56,245	.21	.18	
RHODE ISLAND—Population 687,497					
***Pawtucket Times	(E)	29,863	.09	.09	
***Providence Bulletin	(E)	94,306	.33	.23	
***Providence Journal	(M)	43,698	.12	.12	(B)
***Providence Journal	(S)	94,091	.23	.23	
***Providence News-Tribune	(E)	26,141	.10	.10	
***Westerly Sun	(E&S)	5,223	.04	.04	
***Woonsocket Call	(E)	16,450	.06	.06	
CONNECTICUT—Population 1,606,903					
***Bridgeport Post Telegram	(M&E)	50,109	.125	.125	
***Bridgeport Post	(S)	22,201	.08	.08	
††††Danbury News-Times	(E)	9,925	.06	.06	
***Hartford Courant	(M)	37,471	.10	.10	
***Hartford Courant	(S)	60,560	.15	.15	
§Hartford Times	(E)	58,925	.17	.17	
***Middletown Press	(E)	9,779	.055	.035	
***New Britain Herald	(E)	18,463	.09	.08	
††††New Haven Register	(E&S)	61,389	.16	.15	
***New London Day	(E)	14,672	.06	.06	
***Norwalk Hour	(E)	7,712	.045	.04	
†††Norwich Bulletin & Record	(M&E)	19,183	.09	.07	
***Stamford Advocate	(E)	11,228	.065	.055	
***Waterbury Republican & American	(M&E)	30,415	.10	.10	
***Waterbury Republican & American	(E&S)	34,094	(C).10	.10	

(B) Combination rate Daily Journal and Evening Bulletin —27c.
(C) Sold only in combination with Saturday or Monday American.
†††Publishers' Affidavit, Oct. 1, 1934.
***A. B. C. Publishers' Statement Oct. 1, 1935.
††††Publishers' Affidavit, Oct. 1, 1935.
§Audit June 30, 1935.

These NEW ENGLAND NEWSPAPERS *Mould* NEW ENGLAND'S *Buying Power*

PRINCIPAL FOREIGN LANGUAGE DAILIES OF U. S. A.

Compiled for EDITOR & PUBLISHER by
The Foreign Language Field Service Corporation
William M. Hewitt, Pres.
610 Fifth Avenue, New York, N. Y.

CALIFORNIA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Los Angeles	Japanese	Japanese Daily News	7,823	$0.04	H. T. Komai	Hiroshi Suzuki (M.E.)	H. T. Komai (B.M.)	
		Japan-California Daily News	6,835	.05	Sei Fujii	Toyoso Matsui (E.)	Sei Fujii (B.M.)	
	Spanish	La Opinione	11,065	.045	Lozano Newspapers, Inc.	Ignacio E. Lozano (E)	Arturio F. Cantu (B.M.)	
Sacramento	Japanese	Daily News	3,000	.029	K. Oki	G. Nambu	K. Oki (B.M.)	
San Francisco	Chinese	Chinese Times	8,915	.75"	Chinese Times Publish. Co.	Churchill Chiu (E)	Joseph K. Lum	
		Young China	6,120	.107	Young China Pub. Co., Inc.	C. C. Fu (E)		Kwonglee Kwong (A.M.)
		Chinese Nationalist Daily	6,984	1.70"	Kuo Min Yat Po, Inc.	Harry Lock (E)	K. Y. Gee (B.M.)	
		Chinese World	7,032	2.00"	Sai Gai Yat Bo Publ. Co.	Ng Yuk Tong (E)	Richard Fung (B.M.)	
		Chung Sai Yat Po	7,033	.154	Chung Sai Yat Po Pub. Co.	Tang Yik Wan (E)	Ng Lim (B.M.)	
		Morning Sun	13,153	.50"	Kung Lun Po Pub. Co.		Tong Wor (B.M.)	
	French	Le Courrier Du Pacifique	3,100	.70"	L'Echo De L'Ouest, Inc.	A. Lusinchi (E)	Francois Poggi (B.M.) Leon M. Rey (G.M.)	
	Italian	L'Italia	18,375	.10	L'Italia Pub. Co.	Ettore Patrizi	Louis Listi (B.M.)	
		La Voce Del Popolo	12,025	.09	Voce Del Popolo Pub. Co.	O. D. Ronchi	E. Vannuchi(C.M.)	G. Torchia (A.M.)
	Japanese	Japanese Am. News	7,974	.50"	Japanese Amer. News Pub. Co., Inc.	Y. Shimanouchi (E)	Y. Shimanouchi (B.M.)	
		New World	14,353	1.00"	The New World, Inc.	T. Abe (E) R. Ninomiya (M.E.)	S. Yamagata(B.M.)	
	Russian	Novaya Zarya	8,116	.025	G. T. Soohoff	G. T. Soohoff		

FLORIDA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Tampa	Spanish	La Gaceta	6,000	.50"	La Gaceta Pub. Co.	Victoriano Manteiga		
		La Prensa	3,000	.30"	Leonardo Martino	Demetrio Rivers	Jose R. Sanfelis	
		La Traduccion	7,412	.017	La Traduccion Pub. Co.	J. A. Gregory, Jr.		

HAWAII

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Hilo	Japanese	Hawaii Mainichi	2,291	.025	Hawaii Mainichi Sha, Ltd.	K. G. Okubo	N. O. Tokushiro (B.M.)	
Honolulu	Japanese	Hawaii Hochi	11,842	.065	Fred K. Makino	G. W. Wright S. Terasaki	F. K. Makino (B.M.)	
		Nippu Jiji	14,225	.065	Nippu Jiji Co., Ltd.	Yasutaro Soga	K. Kawamoto (B.M.)	
	Chinese	Chinese Liberty News	9,468	.05	Chee You Shin Bo Co., Ltd.		E. A. Yama (B.M.)	

ILLINOIS

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Chicago	Bohemian	Denni Hlasatel	50,383	.08	Denni Hlasatel Publ. & Printing Co.	Joseph Neuzil	Frank J. Maly, Sr. (G.M.)	
		Narod	2,500	.04	Bohemian Benedictine Press			
		Svornost	50,763	.10	August Geringer & Sons, Inc.	V. A. Geringer	M. Geringer (B.M.)	M. Geringer (A.M.)
	Chinese	Kung Shong Yat Po	5,250	3.60"	Kung Shong Yat Po Pub. Co.	L. P. Jin	Geo. Woo (G.M.)	
		San Min Morning Paper	13,000	1.12"	San Min Pub. Co.		L. T. Suen (G.M.)	
	German	Abendpost	27,198	.14	The Abendpost Co.	Paul H. Mueller Paul Kammerling (M.E.)	F. J. Otte (G.M.) Chas. A. Walz (C.M.)	L. H. Lange (A.M.)
	Jewish	Jewish Call	38,950	.05	J. H. Liderman			
		Jewish Courier		.14	M. Ph. Ginsburg	Dr. M. Katz	Harry A. Lipsky (B.M.)	
		Jewish Daily Forward (ABC)	27,544	.13	Jewish Daily Forward Assn.	A. Cahan	B. C. Vladeck (G.M.)	H. Greenfield (A.M.)
	Lithuanian	Draugas	20,000	.06	Draugas Publish. Co.	L. Simutis	J. Maciulionis (B.M.)	
		Naujienos	31,210	.10	Lithuanian News Pub. Co.	Pius Grigaitis	Tony Rypkevics (B.M.)	
		Vilnis	25,430	1.40"	Workers Pub. Assn., Inc.	V. G. Andrulis	John P. Miller (B.M.)	
	Polish	Daily Zgoda	35,700	.16	Alliance Printers & Pub., Inc.	K. Piatkiewics	Max Hencel (B.M.)	
		Dziennik Chicagoski	25,318	.10	Polish Publishing Co.	Jos. Praydatek M. N. Starzynski (M.E.)	M. N. Starzynski (B.M.)	S. Ringa (A.M.)
		Dziennik Zjednoczenia	31,906	.07	Polish Roman Catholic Union of America.	Franck S. Bare	Sigmund Stefanowicz (G.M.)	L. W. Palusek (A.M.)
	Russian	Rassviet	15,000	.06	Russian Publishing Co.	E. Moravsky	Nicholas Novin (G.M.)	
	Slovak	L'Udovy Dennik	22,250	.07	L'Udovy Dennik Pub. Assn.	F. H. Gruener	John Zuskar (B.M.)	
	Slovenian	Amerikanski Slovenec	5,615	.60"	Edinost Publishing Co.	John Jerich	Albin Zakrajsek(B.M.)	
		Prosveta	10,631	1.50"	Slovene National Benefit Society	John Molek	Philip Godina (B.M.)	

MAINE

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Lewiston	French	Le Messager	5,226	.04	J. B. Couture	L. P. Gagne (C.E.) Henry DeVitry (E)	V. L. Couture (B.M.) F. O. Couture(B.M.)	

MARYLAND

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Baltimore	German	Täglicher Baltimore Correspondent	14,399	.07	Val. J. Peter	Val. J. Peter	Bornard G. Peter (G.M.)	

MASSACHUSETTS

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Boston	Armenian	Baikar	5,500	.75"	Baikar Assn., Inc.	A. Nazar (E) V. Churgents (M.E.)	H. M. Paronagian (B.M.)	
		Hairenik	4,050	.75"	Hairenik Assn., Inc.		O. Lazarian (G.M.)	
	Italian	La Notizia	45,890	.10	G. N. Longarini	L. S. Lo Presti	G. N. Longarini (G.M.)	
	Polish	Kuryer Codzienny	22,461	.11	Henry H. Chmielinsky	J. T arog S. Paltynowics (M.E.)	S. Mackiewics (B.M.)	
Fall River	French	L'Independant	3,835	.04	Louis P. Clapin	Ph. A. Lajoie	Miss A. J. Prumiar (C.M.) A. J. F. Plante (B.M.)	
Fitchburg	Finnish	Raivaaja	6,745	.05	Raivaaja Publish. Co.	Yrjo Makela	John Suominen (B.M.)	John Suominen (A.M.)
Lowell	French	L'Etoile	3,875	.029	Louis A. Biron	Lucien Desmarais	Louis A. Biron (G.M.)	
New Bedford	Portuguese	Diario de Noticias	9,850	.40"	Portuguese Daily News Publishing Co.	D. F. Martins	Manuel Maciel (B.M.)	

MICHIGAN

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Detroit	German	Abendpost	15,900	.06	Detroit Daily Abendpost Publishing Co.	Helmut O. Barth		
	Polish	Dziennik Polski	21,695	.11	Polish American Publishing Co.	J. Ostrowski K. Baldyga (M.E.)	Frank Januszewski (B.M.)	

MINNESOTA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Duluth	Finnish	Industrialisti	5,305	.40"	Workers Socialist Publishing Co.	Hellen Vitikane (E) Matt Reco (M.E.)	Onni Laine (B.M.)	
		Paivalehti	4,546	.04	Finnish Daily Pub. Co.	Karl H. Salminen (E) Karl J. Salminen (M.E.)	Dale W. Salminen (B.M.)	
St. Paul	German	Volkszeitung	16,584	.05	Daily Volkszeitung	Cornelius Sittard	D. H. Borcherding (B.M.)	Henry Kelsch (A.M.)

MISSOURI

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
St. Louis	German	Westliche Post	14,415	.10	Superior Press, Inc.	Dr. Otto Sandler	A. E. Seib (G.M.)	

NEBRASKA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Omaha	German	Omaha Tribune	26,210	.10	Tribune Pub. Co.	Otto Kinder	E. Riese (B.M.) D. Elsener (C.M.)	Carl J. Peter (N.A.M.)

NEW HAMPSHIRE

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Manchester	French	L'Avenir National	2,284	.03	L'Avenir National Publishing Co.	Ernest A. Bournival	Ernest A. Bournival (B.M.) Gertrude E. Bournival (C.M.)	F.N.Bournival (N.A.M.)

NEW JERSEY

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing, City Editor or Editor	Business Manager General Manager Circulation Manager	Natl. Adv. Man. Classified Man.
Jersey City	Ukrainian	Svoboda	15,000	.65"	Ukrainian National Assn.	Luka Myshuha Emil Ravyuk (M.E.)	Peter Machoyowsky (B.M.)	

(*Continued on page 203*)

PRINCIPAL FOREIGN LANGUAGE DAILIES

NEW YORK

Buffalo	Polish	Dziennik dla Wszystkich	27,106	.13	Everybody's Daily Pub. Co. J. C. Ruskiewics, Pres.	Melania Nesterowicz J. C. Ruskiewics (M.E.)	Franklin B. Rogger (B.M.)	A. E. Ruskiewics (N.A.M)
New York City	Arabic	Al Bayan	1,440	.45*	S. Baddour	S. Baddour	S. Baddour (B.M.)	
		Al Hoda	4,200	.072	N. A. Mokarzel	N. A. Mokarzel	N. A. Mokarzel (B.M.)	
		Ash-Shaab	2,500	.025	J. M. Khoury	Joseph M. Khoury		
		Meraat-ul-Gharb	3,000	.072	Najeeb M. Diab	N. M. Diab	N. M. Diab (B.M.)	
		Syrian Eagle	2,500	1.00*	N. G. Badran	N. G. Badran	N. G. Badran (G.M.)	
	Armenian	Panvor	6,000	.70*	Panvor Publishers			
	Bohemian	New Yorske Listy	10,122	.06	New Yorske Listy Pub. Co., Inc. Anton Dvorsky, Pres.	John Krobost Karel Leitner (M.E.)	W. J. Horky (B.M.)	
	Chinese	Chinese Journal	8,052	1.00*	Chinese Journal, Inc.	Harry Jee	Sam Yuen (B.M.)	
		Chinese Nationalist Daily	4,680	1.00*	Mun Hey Publishing Company, Inc.			
		Chinese Republic News	2,000	.50*	Chinese Republic Pub. Co.	Tom Mon Chom, (E) M. Jung (M.E.)	Chin Heng Lam (B.M.)	
	Croatian	Svijet	14,200	.09	Southern Slav Pub. Corp. Tomo Jeramas, Pres.	Don Niko Grskovic	Anton Tanaskovic (B.M.)	C. C. Jean (A.M.)
	Finnish	Eteenpain	10,269	.45*	Finnish Federation, Inc.	M. Wiitala	Aarme Myntinnen (B.M.)	
	German	Staats Herold	55,264	.28	Staats Herold Corp. Jos. E. Ridder, Pres.	Bernard H. Ridder	Julius Hols (B.M.)	
	Greek	Atlantis	12,926	.10	Atlantis, Inc. S. S. Lantos, Pres.	V. Constantinides	Thanos Chrystie (B.M.)	
		National Herald	10,980	.10	National Herald, Inc. Ery Kehaya, Pres.	Demetrius Callimachos	Petros P. Tatanis (G.M.)	
	Hungarian	Amerikai Magyar Nepszava	28,986	.12	Amerikai Magyar Nepszava, Inc.	Dr. Andor Kun Paul Nadanyi (M.E.)	Max Kaufman (B.M.)	Sandor Tares (A.M.)
	Italian	Corriere D'America	34,295	.18	Generoso Pope	Francesco Panciatichi Frank Cantelmo (M.E.)	M. Girosi (B.M.) P. Alfieri (C.M.)	O. Asciutto (A.M.)
		Il Progresso Italo-Americano	82,087	.26	Il Progresso Italo-Americano Pub. Co., Inc.	Italo Carlo Falbo S. De Rogatis (M.E.)	Teresa Anastasi (B.M.)	R. Reinhart (N.A.M.)
		La Stampa Libera	29,823	.09	Free Press Assn., Inc.	Girolamo Valenti Umberto Gualtieri (M.E.)	Girolamo Valenti (B.M.)	
	Jewish	Freiheit	47,564	.20	Morning Freedom Pub. Co.	Moissaye J. Olgin P. Norick (M.E.)	George Hochberg (B.M.)	
		Jewish Day	73,266	.23	American Jewish Pub. Corp. D. Shapiro, Pres.	Samuel Margoshes Solomon Dingol (M.E.)	Irving Altman (B.M.)	J. Jacobs (N.A.M.)
		Jewish Forward	114,145	.29	Forward Association	Abraham Cahan	B. C. Vladeck (G.M.) E. Bromberg (C.M.)	Harry Greenfield (A.M.)
		Jewish Morning Journal	79,430	.25	Journal News Corp.	Peter Wiernik	A. L. Malkenson (B.M.) L. S. Bieley (C.M.)	A. Nissenson (A.M.) J. J. Jacobs (N.A.M.)
	Lithuanian	Laisve	4,950	.06	Laisve, Inc.	A. Bimba	Frank Buck (B.M.)	
	Polish	Kuryer Narodowy	11,820	.08	Kuryer Publish. Co., Inc.	Jan Drohojowski	Leon Zorek (B.M.)	Wm. B. Fine(N.A.M.)
		Nowy Swiat	16,044	.11	Nowy Swiat Pub. Co., Inc. Max F. Wegrynek, Pres.	Waclaw Blazewicz P. Yolles (M.E.)	P. P. Yolles (C.M.)	M. Kaufman (N.A.M)
	Russian	Novoye Russkoye Slovo	21,386	.10	Novoye Russkoye Slovo Publishing Co. V. Shimkin, Pres.	M. Weinbaum		
		Russky Golos	22,215	.10	Russky Golos Pub. Corp.	David Z. Krinkin	Anthony Sokol (B.M.) I. I. Kittin (C.M.)	Anthony Sokol (A.M.)
		Rossiya	8,000	.08	Rossiya Pub. Co.	N. P. Rybakoff	N. P. Rybakoff (B.M.)	
	Serbian	Serbian Daily	9,910	.06	Serbian Daily, Inc.	Dushan Popovich	Dushan Popovich (G.M.)	
	Slovak	New Yorksky Dennik	20,195	.07	Slovak Newspaper and Book Co., Inc.	M. Kovacik	John Zeman (Pres. & M.) A. P. Slabey (Sec.)	
	Slovenian	Glas Naroda	7,200	.10	Slovenic Pub. Co. F. Sakser, Pres.	Janez Tercek	Ludwig Benedik (B.M.)	
	Spanish	La Prensa	12,452	.077	La Prensa, Inc. Jose Camprubi, Pres.	Jose M. Torres-Perona Julio Garzon (M.E.)	Jose Camprubi (G.M.)	D. Gonzales (N.A.M.)
	Ukrainian	Ukrainian Daily News	13,040	.055	Robitnyk Pub. & Print Co., Inc.	Michael Tkach	M. Zadunaysky (G.M.)	
Rochester	German	Abendpost	12,565	.06	Rochester German Pub. Co.	Herman Ferno	A. Musmacher (C.M.)	Julius Stoll (N.A.M.)

OHIO

Cincinnati	German	Cincinnati Freie Presse	13,555	.09	Cincinnati Freie Presse Co.	F. W. Elven	F. W. Elven (B.M.)	J. Luts (A.M.)
Cleveland	Bohemian	American	13,800	.80*	American Bohemian Pub. Co.	Frank J. Svoboda, Sr. Frank J. Svoboda, Jr (M.E.)	Edward J. Simec (B.M.)	
		Svet	13,255	.054	Svet Printing & Pub. Co., Inc.	F. J. Kutak Oscar A. Niederle (M.E.)	J. Stukbauer (G.M.)	
	German	Wachter und Anseiger	14,325	.10	Consolidated Press & Print. Co.	Richard Brenne	Carl Raid (B.M.) H. A. Lawrence (G.M.)	
	Hungarian	Szabadsag	41,387	.12	Consolidated Press & Print. Co.	Paul J. Petheo	H. L. Kobrak (G.M.)	
		Uj Elore	12,000	.07	Uj Elore Pub. Co., Inc.	Emil Gardos	Frank Paul (B.M.)	
	Italian	La Voce del Popolo	23,122	.075	Italian Pub.Co.	O. G. Melaragno (M.E.)	O. G. Melaragno (G.M.)	
	Jewish	Jewish World	16,965	.09	Jewish World Pub. Co.	Samuel Rocker	M. A. Rapport (B.M.)	A. B. Haber (N.A.M.)
	Polish	Monitor Polish Daily	22,201	.075	United Pub. Co.	John J. Przyprawa	W. J. Novak (G.M.)	A. Lewandowski (A.M.)
		Wiadomosci Codzienne	22,318	.075	Paul Kurdziel	Prof. T. Siemiradzki	P. Kurdziel (G.M.)	A. J. Kurdziel (A.M.)
	Slovenian	Ameriska Domovina	6,565	.40*	James Debevec	Z. B. Dybowski (M.E.) Louis J. Pire		
		Enakopravnost	6,782	.08	American Jugoslav Print. & Pub. Co.	Vatro J. Grill	Vatro J. Grill (G.M.)	
Dayton	German	Gross Daytoner Zeitung	2,750	.60*	Paul R. Gruner	Paul R. Gruner		

OREGON

Portland	Japanese	Oregon News	3,300	1.00*	Toyoji S. Abe	Toyoji S. Abe		

PENNSYLVANIA

Philadelphia	German	Gasette-Democrat	50,160	.14	Philadelphia Gasette Pub. Co.	E. Kiefer	G. Mayer (B.M.)	J. Kutner (N.A.M.)
		Philadelphia Tageblatt	2,451	.10	Philadelphia Tageblatt Pub. Co.	Herman Lemke	Emma Barth (G.M.)	
	Italian	Il Popolo Italiano	63,378	.12	Remo Zweccca			
	Jewish	Jewish World	25,237	.13	Jewish World Pub. Co.	Jacob Ginsburg	Nathan Fleisher (G.M.)	
		Jewish Journal	18,706	.16	Jewish Journal Pub. Co.	Charles Jaffe		
Pittsburgh	German	Volksblatt und Freiheitsfreund	8,733	.08	Volksblatt Pub. Co.	Hans Stockman	Bernard M. Doran (B.M.)	
	Serbian	American Srbobran	10,000	.089	American Srbobran, Inc.	Branko Dajicic		

PUERTO RICO

Ponce	Spanish	El Dia	5,000	.16*	Guillermo V. Cintron			
Mayaguez	Spanish	Diario del Oeste	2,000	.15*	Guillermo V. Cintron		Guillermo V. Cintron (G.M.)	
San Juan	Spanish	La Correspondencia	10,000	.60*	La Correspondencia, Inc.	Francisco M. Zeno		
		La Democracia	7,100	.16*	La Democracia, Inc.	Louis Manox Marin	Jose Adler Bigles	
		El Imparcial	9,600	.35*	Prensa Insular de Puerto Rico Inc.		A. Ayuso Valdivieso	
		El Mundo	23,006	.40*	Puerto Rico Ilustrado, Inc.	Jose Coll Vidall		
		El Tiempo	8,500	.40*	Times Publishing Co.	Ledro J. Barbosa		

RHODE ISLAND

Woonsocket	French	L'Independant de Woonsocket	3,485	.05	Louis P. Clapin	Ph. A. Lajoie	O. A. Mayer (B.M. & G.M.)	

TEXAS

El Paso	Spanish	El Continental	7,038	.06	Morris J. Borets	Edwin D. Minteer	G. F. Nichols (B. M.)	W. Cunningham (A.M
San Antonio	Spanish	La Prensa	6,707	.06	Ignacio E. Lozano	P. A. Hinojosa [Carlos R. Escudero (M.E.)	L. Gonzales (B.M.) H. Martinez (C.M.)	J. Viesca (A.M.)

WASHINGTON

Seattle	Japanese	Great North. Daily News	6,362	.25*	K. Takeuchi	K. Nakashima	S. Horiuch (B.M.)	
		North American Times	8,755	.072	S. K. Arima	K. Kametami S. Arima (M.E.)	Sumio Arima (B.M.)	

WISCONSIN

Milwaukee	German	Deutsche Zeitung	7,000	.07	Milwaukee German News Co.	Hellmuth K. Falk William B. Schnabel (M.E.)	Hellmuth K. Falk (B.M.)	
	Polish	Kuryer Polski	26,492	.10	S. J. Zwierschowski	C. Dziadulewicz (M.E.)		F. P. Kouker (A.M.)
		Nowiny Polskie	23,602	.08	Nowiny Publishing Co.	T. A. Jasiorkowski	Franciscan Fathers (G.M.)	J. B. Jakuss (N.A.M.))
Superior	Finnish	Tyomies	11,964	.04	Tyomies Society	Richard Pesola	Paul Woimala (B.M.)	Lily H. Beck (N.A.M

PRINCIPAL FOREIGN LANGUAGE NEWSPAPERS

Weekly, Semi-Weekly, Etc.
Compiled for EDITOR & PUBLISHER by
The Foreign Language Field Service Corporation
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City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Managing, City Editor and Editor	General, Business, Advertising, Circulation, National Adv. Manager, etc.
CALIFORNIA								
Alameda	Portuguese	Jornal Portugues	10,800	.675″	Fri.	P. L. C. Silveira	P. L. C. Silveira	Mary N. Silveira (A.M.)
Brawley	Spanish	Gaceta del Valle	3,000	.03	Sat.	M. Ethel Witter	J. Herrera	A. T. Witter (B.M.)
Los Angeles	French	Le Courrier Francais	3,420	.043	Sat.	J. Pontet	Jean Pontet (E.)	J. Pontet (B.M.)
						J. Ponet	P. Willaume (M.E.)	
	.....	L'Union Nouvelle	10,000	.50″	Sat.	L'Union Nouvelle Pub. Co.	Maurice Fog	Marcelin Eyraud (B.M.)
	German	California Staats Zeitung	8,500	.65″	Fri.	Edw. Stuetz	Hans Demuth	H. Stuetz (C.M.)
	Hungarian	California Magyarsag	7,100	.06	Fri.	Joseph J. Rethy	Joseph J. Rethy	Joseph J. Rethy (A.M.)
	Italian	La Parola	6,000	.30″	Wed.	Giovanni Falasca	Giovanni Falasca	Giovanni Falasca (B.M.)
	Jewish	California Jewish Voice	11,350	.06	Fri.	California Jewish Voice, Inc.	A. Babitz	S. B. Gach (B.M.)
							S. Epstein (M.E.)	
	Spanish	El Heraldo de Mexico	6,000	.60″	Fri.	Edgar M. Grossman	Edgar M. Grossman	E. M. Grossman (B.M.)
	Swedish	California Veckoblad	7,649	.75″	Thurs.	Alfred Haij	Alfred Haij	
Oakland	Portuguese	Jornal Portugues	10,800	.675″	Fri.	Pedro L. C. Silveira	P. L. C. Silveira	
Sacramento	Italian	La Capitale	1,800	.60″	Sat.	V. Pennatoni & Son	A. R. Valandri	E. G. Festina (A.M.)
San Francisco	Croatian	Noarodni Glasnik	7,974	.75″	Thurs.	The Herald Press	E. T. Balich	
	German	California Demokrat	4,465	.04	Sun.	Emil Goldschmied	C. R. Bruell	Emil Goldschmied (B.M.)
		California Journal	4,760	.072″	Fri.	California Journal Pub. Co.	Henry F. Budde	Henry F. Budde (B.M.)
		Schweiser Journal	3,000	.75″	Thurs.	Swiss Journal Co.	John D. Hutter	John D. Hutter (B.M.)
	Greek	California	5,000	.60″	Sat.	T. B. Mountanos	P. S. Mountanos	T. B. Mountanos (B.M.)
		Prometheus	6,430	.036	Sat.	Alexander K. Pavellas	S. C. Maurelis	A. K. Pavellas (B.M.)
	Italian	Colonia Svizzera	2,400	.50″	Tues., Fri.	Swiss Pub. Co.	V. Rianda	V. Rianda (B.M.)
		L'Unione	9,600	.50″	Fri.	Most Rev. Edward J. Hanna, D.D.		D. Bazzanella (B.M.)
	Norwegian	Bien	4,000	.50″	Wed., Fri.	C. Redsted Pedersen	C. Redsted Pedersen	C. R. Pedersen (B.M.)
							Sven Stribolt (A.E.)	
	Russian	Russian Life	2,150	.05	Fri.	F. M. Clarke	P. Krasnik	F. M. Clarke (B.M.)
	Serbian	Serbian Herald	15,863	.75″		The Herald Press	E. T. Balich	
	Spanish	El Imparcial	7,844	.50″	Fri.	Nicholas di Matteo	Nicholas di Matteo	N. di Matteo (B.M.)
		El Internacional	7,650	.50″	Sat.	Hernando Limon	Hernando Limon	
	Swedish	Vestkusten	4,750	.036	Thurs.	West Coast Pub. Co.	A. Olsson (E.)	
Stockton	Italian	Il Sole	12,000	.036	Sat.	Flavio Fluvius	J. B. Flavius	Peter M. Solari (Adm.
							V. Gabrielli (A.E.)	
COLORADO								
Denver	German	Colorado Herold	7,000	.70″	Sun.	The Germanic Pub. Co.	J. Henry Trepper	J. Henry Trepper (B.M.)
	Italian	Il Risveglio	4,000	.80″	Sat.	Italian American Pub. Co.	Frank Mancini	Lindi Perucca (B.M.)
	Swedish	Westerns Nyheter	2,994	.50″	Thurs.	Enoch Peterson	Enoch Peterson	Enoch Peterson (B.M.)
Pueblo	Italian	L'Unione	14,405	.75″	Fri.	Union Publishing Co.	Vincent Massari	
		Ld. Voce del Popolo	14,036	.75″	Fri.	La Voce del Popolo Pub. Co.	Cirillo Valentini	Cirillo Valentini (B.M.)
Trinidad	Italian	Corriere de Trinidad	2,000	.35″	Fri.	John C. Maio	John C. Maio	John C. Maio (B.M.)
CONNECTICUT								
Bridgeport	Hungarian	Bridgeport	6,200	.50″	Fri.	Bridgeport Pub. Co.	Cornelius Csongradi	C. Csongradi (B.M.)
Hartford	Assyrian	Assyrian American Courier	5,000	.072	Wed.	Joll E. Werda	Joll E. Werda	
	German	Conn. Staats Zeitung	8,200	.50″	Thurs.	Wisly Lithograph & Printing Co.	Paul Radisch	Victor Wisley (B.M.)
	Italian	La Capitale	2,000	1.00″	Sat.	L. Maturo	L. Maturo	L. Maturo (B.M.)
Middletown	Italian	L'Italia Nuova Nel Conn.	5,000	.35″	Sat.	Michelangelo Russo	Michelangelo Russo	MichelangeloRusso(B.M.)
New Haven	Italian	Corriere del Conn.	8,545	.025	Fri.	Gino Santella	Gino Santella	Gino Santell\a (B.M.)
		Italian-American Weekly News	4,000	.20″	Thurs.	Italo-American Press	A. Bartolini	T. M. Friscoe (G.M.)
								C. Barbato (B.M.)
New Britain	Polish	Przewodnik Katolicki	19,675	.40″	Fri.	Rev. L. Bojnowski	Rev. L. Bojnowski	
Waterbury	Italian	La Verita	3,500	.022	Fri.	News Printing Co., Inc.		
HAWAII								
Honolulu	Chinese	New China News	4,237	.05	Tues., Thurs., Sat.	Sun Chung Kwock Bo., Ltd.	Seto Yook	Young Ping and C. W. Hee (B.Ma)
	Filipino	Hawaii Philippine News	7,241	.65″	Wed.	Hawaii-Philippine News	Pedro Esqueras	Pedro Esqueras (B.M.)
ILLINOIS								
Chicago	Bohemian	Amerikan	39,525	.10	Mon., Thurs.	August Geringer & Sons	R. J. Psenka	
		Domacnost	8,165	.50″	Mon., Thurs.	August Geringer & Sons	R. J. Psenka	V. A. Geringer (B.M.)
							V. A. Geringer (M.E.)	
		Duch Casu	35,371	.07	Sun.	August Geringer & Sons	Joseph Cermak (M.E.)	Miles B. Geringer (B.M.)
		Hlasatel	60,170	.12	Tues., Thurs.	Denni Hlasatel Ptg. & Pub. Co.	Josef Neusil	Frank J. Maly (B.M.)
		Slavie	22,611	.07	Mon., Thurs.	August Geringer & Sons, Inc.		
		Spravedlnost	17,150	.07	Fri.	Justice Ptg. & Pub. Assn., Inc.	M. H. Beranek	J. Pavelka (B.M.)
	Croatian	Glas Radnika	13,145	.75″	Thurs.	Radnik Pub. Co.		
		Jugoslavia	21,921	.12	Sat.	Palandech's Pub. Co.	Geo. A. Palandech	Louis Palandech (B.M.)
		Jugoslavenski Glasnik	25,000	.08	Fri.	Croatian Pub. Co.	Milan Markovic (E.)	J. I. Vrancic (P.Dir.)
		Znanje	6,245	.06	Sat.	Znanje Pub. Co.		
	German	Staats-Herold	10,391	.12	Fri.	Illinois Staats-Herold Pub. Co.	J. Klein	A. J. Briggs (B.M.)
		Heimatbote	10,285	.10	Wed.	National Weeklies, Inc.	Michael Schaut	Emil Leicht (B.M.)
		Katolisches Wochenblatt	16,250	.07	Thurs.	Tribune Pub. Co.	Hans Dexl	
	Greek	Greek Star	10,000	.07	Fri.	P. S. Lambros	P. S. Lambros	
		Saloniki-Greek Press	6,000	.07	Wed.	Greek Press Pub. Co.	Paul Javaras	C. A. Alexopoulos (B.M.)
	Hollandish	Onze Toekomst	3,400	.036	Fri.	Christian Literature Pub. Co.		
	Hungarian	Magyar Tribune	12,300	.07	Fri.	Hungarian Tribune Ptg. & Pub. Co.	Samuel Sandor	Samuel Sandor
		Otthon	10,341	.08	Sun.	A. Dessewffy	A. Dessewffy	A. Dessewffy (B.M.)
	Italian	L'Italia	30,539	.10	Tues., Wed., Thurs., Sun.	Oscar Durante	Oscar Durante	Oscar Durante (B.M.)
		Idea	7,000	.07	Sat.	Italian-American All.		
	Jewish	Jewish Progress	20,000	.07	Fri.	Jewish Progress Pub. Co.	Sol Greenblau	
	Lithuanian	Sandara	3,949	.70″	Thurs.	Lithuanian Nat'l League of Amer. Pub.		M. Bieksha (M.)
	Norwegian	Skandinaven	23,565	.14	Fri.	J. Anderson Pub. Co.	N. A. Grevstad	J. A. Anderson (B.M.)
		Scandia	5,000	.07	Thurs.	L. H. Lund	L. H. Lund	Elsa Lund Shaw (B.M.)
	Polish	Glos Polek	70,000	.09	Thurs.	Polish Women's Alliance of America	Mrs. M. O. Kryszak	Mrs. M. O. Kryszak (B.M.)
		Niedzielni Glos Polski	20,620	.09	Sun.	Glos Polski Pub. Co.		J. R. Piasecki (B.M.)
		Narod Polski	120,362	1.50″	Sun.	Narod Polski Pub. Co.		
		Polonia	4,600	.072	Thurs.	Polonia Pub. Co.	John L. Jasinski	A. B. Urbanek (B.M.)
							A. B. Urbanek (M.E.)	
		Telegraf	6,300	.75″	Fri.	Mrs. St. H. Kolakowski	Ed. L. Kolakowski	E. L. Kolaskowski (B.M.)
		Zgoda	140,460	.45	Thurs.	Alliance Printers & Pub., Inc.	K Piatkiewics	Max Hencel (B.M.)
	Russian	Russian Review	28,592	.10	Sat.	George Savicki	B. W. Chesley	George Savicky (B.M.)
	Serbian	United Serbians	10,000	.12	Tues.	Palandech Pub. Co.	G. A. Palandech	J. R. Palandech (B.M.)
	Slovak	Nove Casy	15,000	.08	Thurs.	New Times Pub. Co.		S. Huska (B.M.)
		Slovak American News	23,382	.10	Fri.	G. Sawicki	G. Sawicki	
	Spanish	El Nacional	3,467	.07	Sat.	El Nacional Pub. Co.		L. Fraga (B.M.)
	Swedish	Bladet	9,057	.75″	Tues.	Chicago-Bladet Pub. Co.		R. A. Thompson (A.M.)
	Swedish	Svenska Amerikanaren	44,514	.16	Thurs.	Swedish American Newspaper Co.	O. A. Linder	F. A. Larson (B.M.)
	Swedish	Svenska Standaret	7,722	.055	Tues.	Conference Press	J. O. Backland	J. O. Backland (M.)
							C. Geo. Ericson	
		Svenska Tribunen-Nyheter	35,331	.16	Wed.	Swedish Pub. Co.	A. Tofft	C. O. Ellstrom (B.M.)
Granite City	Bulgarian	Naroden Glas	12,860	.05	Tues., Fri.	Naroden Glas Pub. Co.	V. Granmaticoff	V. Gramaticoff (B.M.)
Moline	Belgian-Flemish	Gazette Van Moline	8,000	.036	Thurs.	The Moline Gazette Pub. Co.	C. L. Coryn (P.)	J. L. Van Lancker (B.M.)
Rock Island	Swedish	Augustana	10,535	.09	Thurs.	Augustana Book Concern		Otto Leonardron (M.)
INDIANA								
South Bend	Hungarian	Varosi Elet	2,510	.54″	Fri.	City Life Pub. Co.		Vendel Zajdu (A.M.)
	Polish	Goniec Polski	7,179	.05	Wed., Sat.	G. W. J. Kalczynski	G. W. J. Kalczynski	G. W. J. Kalczynski (B.M.)
IOWA								
Cedar Falls	Danish	Dannevirke	2,520	.25″	Wed.	M. Holst, Pub.		
Cedar Rapids	Bohemian	Cedar Rapidske Listy	3,320	.50″	Thurs.	Frank Hradecky	J. C. Stepan	
Davenport	German	Iowa Reform	2,800	.50″	Fri.	Adolph Peterson		
Decorah	Norwegian	Decorah Posten	29,545	.14	Tues., Fri.	Anundsen Pub. Co.	Kr. Prestgard	R. B. Bergeson (B.M.)
Des Moines	Italian	Tribuna Italiana	4,500	.225″	Fri.	Anthony L. Sarcone	A. L. Sarcone	
Orange City	Hollandish	De Volksvriend	4,185	.45″	Thurs.	H. P. Oggel & Son		J. D. Oggel (B.M.)
Sioux City	German	Volksfreund	1,350	.25″	Thurs.	Oscar Hoffmann	Oscar Hoffman	Oscar Hoffman (B.M.)
	Swedish	Svenska Monitoren	7,246	.40″	Wed.	Swedish Monitor Pub. Co.	Lillian Hampuson	A. Hampuson (B.M.)
KANSAS								
Hillsboro	German	Vorwarts	3,763	.40″	Fri.	Memonite Brethren Pub. House		A. J. Voth (B.M.) P. H. Berg (M.)
KENTUCKY								
Louisville	German	Louisville Anzeiger	5,925	.04	Fri.	Louisville Anzeiger Co.	L. C. Schulmann	H. V. Cohn (B.M.)

PRINCIPAL FOREIGN LANGUAGE NEWSPAPERS

LOUISIANA

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
New Orleans	Italian	La Voce Coloniale	18,997	.05	Sat.	La Voce Coloniale Pub. Co.	Col. Paolo Montelepre	

MAINE

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Biddeford	French	La Justice de Biddeford	2,800	.35"	Thurs.	Joseph C. Bolduc	Joseph C. Bolduc	J. C. Bolduc (B.M.)
Sanford	French	La Justice de Sanford	2,790	.35"	Thurs.	Lionel La France	L. La France	R. Leclerc (A.M.)

MARYLAND

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Baltimore	Bohemian	Baltimoreske Listy	5,288	.05	Mon., Thurs.	Aug. Geringer	Jos. Kolomasnik	M. Geringer (B.M.)
		Telegraf	10,000	.60"	Fri.	Bohemian Amer. Pub. Co.	Frank Novak	Jos. Victor (B.M.)
	Polish	Jednose-Polonia	6,000	.80"	Fri.	Frank Markiewicz	M. R. Pintner (M.E.) Adam Bartosz	W. Siegman (B.M.)

MASSACHUSETTS

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Boston	Albanian	Dielli	2,000	.35"	Tues., Fri.	Pan-Albanian Feder. Vatra	Andon S. Frasheri	Anastas Pandele (B.M.)
	Italian	Gazzetta del Massachusetts	15,102	.06	Sat.	J. V. Donnaruma	J. V. Donnaruma	
	Lithuanian	Darbininkas	11,000	.06	Tues., Fri.	St. Joseph's Lith. R. C. Assn. of Labor	A. F. Kneizys	A. Peldsius (B.M.)
		Keleivis	15,241	.09	Wed.	Stanley Michaelson	Stanley Michaelson	
Chicopee	Polish	Nowo Anglja	10,137	.045	Fri.	New England Press, Inc.	J. Puck L. W. Szetela (M.E.)	L. W. Szetela (B.M.)
Fairhaven	Portuguese	O Colonial	6,000	.45"	Fri.	Frederico A. Costa (Owner)	F. A. Costa	
Fall River	Portuguese	Novidades	5,373	.30"	Thurs.	J. B. Machado	J. B. Machado	
Fitchburg	French	La Liberte	7,120	.45"	Fri.	Leonard A. Remy	J. T. Benoit	L. A. Remy (B.M.)
Haverhill	French	Le Citoyen	2,500	.20"	Thurs.	Le Citoyen Pub. Co.		
Holyoke	French	La Justice	4,500	.50"	Thurs.	Lambert & Co. (Owners) La Justice Pub. Co.	Joseph Lussier	Joseph Lussier (B.M.)
	German	New England Rundschau	4,200	.75"	Thurs.	Wisly Lith. & Ptg. Co.	Paul Radisch	Victor Wisly (B.M.)
		Connecticut Staatszeitung	8,200	.50"	Thurs.	Wisly Lith. & Ptg. Co.	Paul Radisch Paul Stoeckel (M.E.)	Victor Wisly (B.M.)
Lawrence	French	Le Courrier de Lawrence	2,430	.40"	Fri.	The Wood Press, Inc.	H. D. De Vitry	
	German	Anzeiger und Post	9,600	.07	Sat.	Dick and Trumpold	Kurt Schindler	Wm. H. Dick (B.M.)
Lowell	French	Le Courrier De Salem	4,000	.40"	Thurs.	Le Courrier Pub. Co.	A. Vanasse	Paul N. Chaput (B.M.)
Lynn	French	Le Lynnois	4,500	.027	Fri.	Lynnois Pub. Co.	Elizabeth Chasse	Aimee J. Chasse (B.M.)
New Bedford	French	Le Messager	5,018	.035	Sun.	Le Messager Pub. Co.	J. A. Desaulniers	J. A. Desaulniers (B.M.)
	Polish	Tribuna	5,670	.025	Fri.	Liberty Press Co.		Emil Szabada (B.M.)
	Portuguese	O Independente	7,750	.40"	Thurs.	Portuguese Newspaper Co. (John R. Rocha, Dir.)	J. R. Rocha	J. R. Rocha
Springfield	Italian	L'Eco della Nuova England	3,750	.81"	Fri.	Italia Ptg. & Pub. Co.	Franc S. Marinaro	F. S. Marinaro (B.M.)
Worcester	French	Le Travalleur	13,100	.035	Thurs.	Wilfred Beaulieu	W. Beaulieu	W. Beaulieu (B.M.)
	Lithuanian	Amerikos Lietuvis	5,200	.50"	Thurs.	G. A. Kyba	J. Leonaite	Gabriel A. Kyba (B.M.)
	Swedish	Svea	32,085	.133	Wed.	Svea Pub. Co.	Karl G. Fredin	Anton H. Trulson

MICHIGAN

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Calumet	Finnish	Opas	6,450	.32"	Wed., Sat.	Copper Country Ptg. Co., Inc.		Abel Karvonen (M.)
		Valvoja	8,163	.35"	Tues., Thurs., Sat.	Finnish Republican Ptg. Co.	E. R. Millen	R. P. Bekkala (B.M.)
Detroit	Belgian-Flemish	Gazette Van Detroit	6,800	.84"	Fri.	Belgian Press Co.	Hortense Leplae	P. Corteville (G.M.)
	Greek	Detroit Atheno	13,500	1.20"	Wed.	Eagle Ptg. Co.		A. Manolakos (M.)
	Hungarian	Detroit Ujsag	22,500	.07	Fri.	Julius Fodor	G. Kemeny	J. Fodor (B.M.)
		Magyar Banyasslap	11,800	.12	Wed.	Associated Hungarian Weeklies	A. F. Fisher	Martin Himler (B.M.)
	Italian	La Voce del Popolo	12,000	.07	Fri.	Italian Pub. Co.	Joseph Ciarrocchi	J. Ciarrocchi (B.M.)
		La Tribuna Italiana	12,000	.07	Fri.	Mary O. Guiliano	Mary O. Guiliano	V. Guiliano (B.M.)
	Polish	Ognisko Domove	9,000	.08	Thurs.	Fireside Ptg. & Pub. Co.		J. J. Rogan (A.M.)
		Robotnik Polski	36,200	.07	Sun.	Polish Socialist All.	S. Kaminski	S. Koslowski (B.M.)
	Roumanian	Viata Nova	4,800	.84"	Thurs.	New Life Pub. Co.		J. I. Ardeal (Sec'y)
Grand Rapids	Hollandish	Christian Journal Standard Bulletin	7,500	.40"	Thurs.	Standard Pub. Co.		John Berghage (M.)
Hancock	Finnish	Amerikan Suometar	4,815	.028	Tues., Thurs., Sat.	Finnish Luth. Book Concern	E. Saastamoinen	
Holland	Hollandish	Grondwet	4,150	.50	Tues.	John B. Mulder	John B. Mulder	
Kalamazoo	Hollandish	De Hollandsche Amerikaan	6,100	.48"	Fri.	Dalm Ptg. Co.		P. A. Dalm (A.M.)

MINNESOTA

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Duluth	Finnish	Siirtolainen	3,415	.60"	Wed.	Carl H. Salminen	Carl H. Salminen	Dale W. Salminen
	Norwegian	Skandinav	4,000	.50"	Fri.	Fuhr Pub. & Ptg. Co.	Anna Fuhr	C. H. Gordon and Anna Fuhr (B.M.)
Minneapolis	Norwegian	Lutheran	10,607	.10	Wed.	Augsburg Pub. House		R. E. Haugan (G.M.) Wallace Larson (A.M.)
	Swedish	Svenska Amerikanska Posten	38,435	.16	Wed.	Lillian Turnblad	E. Meurling	Wm. Mattson (B.M.)
St. Paul	German	Excelsior	4,555	.35"	Wed.	Wanderer Ptg. Co.		A. J. Matt (A.M.)
	German	Der Wanderer	4,280	.42"	Wed.	Wanderer Ptg. Co.		A. J. Matt (A.M.)
Winona	German	Haus und Bauernfreund & Nat'l Farmer	67,720	.375	Thurs.	National Weeklies, Inc.	F. H. Klatt	Emil Leicht (B.M.)
		Amerika Herold & Lincoln Freie Presse	73,740	.375	Tues.	National Weeklies, Inc.	H. E. Fritsch	Emil Leicht (B.M.)

MISSOURI

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Kansas City	German	Kansas City Presse	18,114	.08	Wed., Sun.	Val. J. Peter	H. Gastreich	
St. Louis	Bohemian	Ceska Zena	19,330	.08	Sat.	Bohemian Literary Society	Dr. H. Dostal	
		Hlas	12,435	.07	Tues., Fri.	Bohemian Literary Society	Dr. H. Dostal	M. J. Dostal (B.M.)
	Hungarian	St. Louis Es Videke	11,000	.07	Fri.	C. Kaldor	Coloman Kaldor	C. Kaldor (B.M.)
	German	Friedensbote	10,770	.107	Sun.	Eden Pub. House		E. Seybold (C.M.)
	Italian	Il Pensiero	9,450	.08	Sat.	Italian News Pub. Co.	Dr. Cesare Avigni	
	Jewish	Jewish Record	13,500	.08	Fri.	Jewish Record Pub. Co.	Leon Gellman	Noah W. Sals (B.M.)
	Polish	Przewodnik Polski	9,000	.07	Thurs.	Polish Pub. Co.	S. Moczydlowski	S. Moczydlowski (B.M.)

NEBRASKA

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Lincoln	German	Welt Post	14,850	.08	Thurs.	Val. J. Peter	D. Stauss	D. Stauss (B.M.)
Omaha	Bohemian	Narodni Pokrok	8,085	.035	Fri.	Riha Ptg. Co.	O. Charvat	
	Danish	Den Danske Pioneer	20,200	.08	Thurs.	S. F. Neble Pub. Co.	C. P. Christansen	M. H. Jorgensen (B.M.)
	German	Der Landmann	32,215	.10	Wed.	Tribune Pub. Co.	J. M. Sevenich	
	Polish	Gwiasda Zachodu	11,250	.50"	Fri.	Western Star Pub. Co.	Z. A. Klammer	
	Swedish	Omaha Posten	12,500	.05	Thurs.	Omaha Posten Pub. Co.	Nelson T. Thorson	

NEW HAMPSHIRE

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Nashua	French	L'Impartial	2,140	.35"	Tues., Thurs., Sat.	A. J. Biron	A. J. Biron	

NEW JERSEY

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Garfield	Hungarian	Szabad Sajto	3,400	.50"	Fri.	Stephen Huebner	Stephen Huebner (E.)	St. Huebner (B.M.)
Jersey City	Polish	Glos Narodu	16,290	.98"	Thurs.	Glos Narodu, Inc.	Anthony Z. Korona	F. J. Przybylski (B.M.)
	Italian	L'Azione	5,000	.06	Sat.	L'Azione Pub. Co.		
New Brunswick	Hungarian	Magyar Hirnok	5,400	.40"	Thurs.	Magyar Herald, Inc.	Hugo Kormos	Hugo Kormos (B.M.)
Newark	German	N. J. Freie Zeitung	7,464	.12	Fri.	I. P. C. Co.	Henry Remer	
	Italian	Italo-Americano	13,900	.05	Fri.	Italian American Pub. Co.	Olindo Marzulli	Olindo Marzulli (B.M.)
	Polish	Kronika	13,500	.06	Fri.	Kronika Pub. Co.	Jan Sliski	Jos. E. Niemasek (B.M.)
Paterson	Hollandish	Het Oosten	4,000	.25	Wed.	Lont & Overkamp Pub. Co.		
Passaic	Polish	Nowiny	4,500	.05	Sat.	T. H. Addens O. Kubisty, Pub.		
	Slovak	Katolicky Sokol	10,000	.089	Wed.	M. A. Vytavatel	G. Kosik	G. Kosik (B.M.)
Perth Amboy	Hungarian	Hirado	5,651	.40"	Fri.	Alex V. Zambori	Alex V. Zambori	Alex V. Zambori (B.M.)
	Polish	Polak Amerikanski	7,064	.03	Fri.	Polish Amer. Pub. Co.		G. Magay (A.M.)

PRINCIPAL FOREIGN LANGUAGE NEWSPAPERS

NEW JERSEY—Continued

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager Advertising Manager
Trenton	German	New Jersey Staats Journal	2,100	.09	Sat.	William Zenser		
	Hungarian	Fuggetlenseg	5,600	.025	Thurs.	Anthony J. Oross	Anthony J. Oross	
		Jersey Hirado	5,200	.46″	Thurs.	Morris Gereuday	N. D. Gereuday	A. B. Gereuday (B.M.)
	Italian	Il Cittadino	12,600	.75″	Fri.	Merlo's Pub. Co.	(Guido Merlo, Owner)	
		La Nuova Capitale	7,587	.043	Fri.	Joseph Maniero	Jos. Maniero	Michael Commini (B.M.)
	Polish	Przyjaciel Wolnosci	5,275	.08	Fri.	Albin S. Bielawski	Dr. K. Wacht	A. S. Bielawski (B.M.)

NEW MEXICO

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager Advertising Manager
Espanola	Spanish	Vos Del Rio Grande	2,550	.036	Fri.	E. N. Valdez	E. N. Valdez	E. N. Valdez (B.M.)
Santa Fe	Spanish	Nuevo Mexicano	5,100	.025	Thurs.	Santa Fe New Mexican Pub. Corp.	E. Dana Johnson (E.)	J. C. McConvery (B.M.)

NEW YORK

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager Advertising Manager
Albany	Italian	La Capitale	4,000	.25″	Sat.	Joseph Farinacci	J. Farinacci	L. Farinacci (B.M.)
Buffalo	German	Aurora und Christliche Woche	6,195	.036	Fri.	German Roman Catholic Orphan Asylum	Rev. W. A. Heim (E.) J. M. Schifferli (M.E.)	
		Volksfreund	8,200	.05	Wed., Sun.	Val. J. Peter	Bruno Stein	Bernard G. Peter (B.M.)
	Hungarian	Hirado	4,050	.30″	Sat.	Joseph Szeli & Chas. S. Boyd	A. Gerlits (E.)	Chas. S. Boyd (B.M.)
	Italian	Il Corriere Italiano	1,015	.70″	Thurs.	Il Corriere Italiano Pub. Co.	J. J. Lunghino	A. S. Lunghino (B.M.)
		Il Risveglio	4,137	.25″	Sat.	Italian-American Pub. Co.	Frank Mancini (E.)	F. Mancini (B.M.)
Dunkirk	Swedish	Skandia	5,750	.638″	Thurs.	Liberty Ptg. Co.	A. A. Anderson	C. E. Lindstone (B.M.)
Jamestown	Armenian	Gotchnag	2,300	.072	Sat.	Gotchnag Pub. Co.	Rev. H. G. Benneyan	
New York	Bohemian	Obrana	14,110	.07	Wed.	Obrana Pub. Co.	Gustav Pical	Chas. Musil (B.M.)
	Croatian	Hrvatski List	17,642	.07	Tues., Thurs., Sat.	Hrvatski Pub. Co.	J. Kresich	P. Caminiti (B.M.)
	Danish	Nordlyset	4,100	.85″	Thurs.	Nordlyset Pub. Co.	Albert Van Sand	A. Van Sand (B.M.)
	Esthonian	Uus Ilm	15,738	....	Tues.	Esthonian Pub. Society	A. Kobel	
	Finnish	New Yorkin Uutiset	9,200	.04	Tues., Thurs., Sat.	Finnish Newspaper Co.	A. Riipa	J. F. Hackman (B.M.)
		Tyolaisnainen	10,048	.65″	Mon.	Finnish Federation, Inc.	Evi Swanto	A. Myntttinen (B.M.)
	French	Le Courrier des Etats-Unis	.....	.08	Wed., Sat.	Courrier des Etats-Unis Corp.		Walter L. Bronson (B.M.)
	German	Amerikanische Schweizer-Zeitung	4,000	.072	Thurs.	Swiss Pub. Co., Inc.	Frans X. Amrein	Frans X. Amrein (B.M.)
		Neue Volkszeitung	22,054	.09	Sat.	Progressive Pub. Assn.	S. Jungiutah	
		Deutsch-Amerika	25,000	.25	Sat.			Chas. S. Bleicher (A.M.)
	Hungarian	A Keresst-Egyetertes	21,118	.07	Fri.	Cross Pub. Co., Inc.	Dr. John Szabo	
	Italian	Grido Della Stirpe	25,000	.50″	Sat.	Domenico Trombetta	Domenico Trombetta	D. Trombetta (B.M.)
	Japanese	Japanese American	10,000	.55″	Sat.	Nippon Pub. Co.	Y. E. Muroka	Y. E. Muroka (B.M.)
	Jewish	Jewish Voice	18,450	.10	Fri.	L. Y. Borkon	B. Epstein	Chas. Borkon (B.M.)
	Lithuanian	Amerika	5,500	.05	Fri.	Lithuanian Universal Bureau, Inc.	C. P. Vilniskie	J. P. Machulis (B.M.)
		Naujoji Gadyne	6,210	.03	Thurs.	Naujoji Gadyne Coop. Publishing Society, Inc.	L. Pruseika	
		Tevyne	15,000	.054	Thurs.	Lithuanian Alliance of America	S. E. Vitaitis	P. Jurgelinte (B.M.)
		Vienybe	5,666	.036	Tues., Fri.	Lithuanian Press Corp., Inc.	J. Tysliava	Violet Vaivada (B.M.)
	Norwegian	Nordisk Tidende	8,567	.10	Thurs.	Norwegian News Co.	A. N. Rygg	S. J. Arnesen
	Polish	Czas	14,965	.07	Fri.	Czas Pub. Assn.	Jos. A. Glowacki	J. L. Bogdam (B.M.)
	Russian	Novi Mir	7,000	.08	Wed.	Russwordai Pub. Corp.		M. Altschuler (A.M.)
		Russkaya Gazetta	10,000	.08	Wed., Sun.	R. M. Orthwein	Nicholas S. Karinski (E.)	E. L. Kukush (B.M.)
	Slovak	Slovak v Amerike	18,165	.07	Tues., Thurs.	Slovak v Amerike Pub. Co. Charles F. Voytech, Pres.	L. O. Kozar (E.)	Stephen A. Kroner (A.M.)
		Slovenske Noviny	5,300	.75″	Tues., Thurs., Sat.	Gustave Kosik	Vaclav Vlasak (E)	
	Swedish	Norden	3,600	.638″	Thurs.	Finnish American, Inc.	Otto A. Gulmes	
		Nordstjernan	14,600	.12	Thurs.	Charles K. Johansen	Edgar Swanson	N. Sylvan (B.M.)
Rochester	Italian	La Stampa Unita	3,500	.04	Fri.	Rochester Alliance Press	Cl. G. Lanni	Clement G. Lanni (B.M.)
Schenectady	Polish	Gaseta Tygodniowa	4,925	.06	Fri.	C. S. Ogonowski	C. S. Ogonowski	
Syracuse	Italian	Corriere di Syracuse	9,000	.40″	Fri.	Corriere Pub. Co.	J. V. Lanzetta (E.)	T. J. Lanzetta (B.M.)
Troy	German	Freie Presse	2,730	.50″	Fri.	German Pub. & Ptg. Co.		F. P. Hubrich (Man.)
Utica	Polish	Slowo Polskie	6,700	.035	Fri.	Slowo Polskie, Inc.	J. J. Labus	M. K. Bienkowska (B.M.)
Yonkers	Italian	Corriere del Hudson	6,000	.08	Fri.			F. B. Bruno (A.M.)

OHIO

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager Advertising Manager
Akron	Hungarian	Akroni Magyar Hirlap	6,700	.65″	Fri.	Arpad Tarnocy (P.)	Arpad Tarnocy	Arpad Tarnocy (B.M.)
Cincinnati	German	Christliche Apologete	6,232	.10	Wed.	Methodist Book Concern		
Cleveland	German	Christliche Botschafter	10,500	.10	Tues.	C. Hauser		
	Hungarian	Amerikai Magyarok Vasarnapja	14,500	.072	Wed.	American Hungarians' Sunday, Inc.	Leo Kolos (E.)	T. L. von Pregler (A.M.)
	Lithuanian	Dirva	9,700	.50″	Fri.	Ohio Lith. Pub. Co.	K. S. Karpius	K. S. Karpius (B.M.)
	Polish	Kuryer	29,715	.06	Thurs.	Kuryer Pub. Co.	J. A. Zebrowski	T. Wielowiejski (B.M.)
		Zwiaszkowiec	20,000	.06	Wed.	Alliance of Poles of Amerika	K. J. Zeilecki	W. J. Nowak (B.M.)
	Roumanian	America	15,270	.08	Tues., Thurs., Sat.	Union of Roum. Society Pub. Co.	N. Barbu (M.E.) Geo. Stanculescu	Geo. Danciu (B.M.)
	Slovak	Hlas	8,700	.60″	Wed.	Slovenska Pub. Co.	Michael Senko	Ed. Simec (B.M.)
	Slovenian	Nova Doba	12,100	.043	Wed.	South Slavonic Catholic Union		
Columbus	Slovenian	Glasilo K. S. K. Jednote	18,000	.054	Tues.	Ivan Zupan	Ivan Zupan	
Toledo	German	Toledo Express	15,235	.08	Fri.	Val. J. Peter		Alfred Wolfgruber (B.M.)
	Hungarian	Toledo	11,355	.75″	Fri.	Dr. Gesa Farkas	Dr. G. Farkas	Dr. G. Farkas (B.M.)
	Polish	Ameryka-Echo	80,400	2.50″	Sun.	A. A. Paryski Pub. Co.	F. Friedel	E. R. Wongroski (B.M.)
Youngstown	Hungarian	Amerikai Magyar Hirlap	3,038	.55″	Thurs.	Anna R. Nemenyi	E. Nemenyi	
	Italian	Cittadino Italo Americano	7,800	.046	Sat.	Celestino Petrarca	Carlo Caselli (E.)	S. Borruso (Dir.)
	Slovak	Slovenske Nowiny	4,600	.45″	Fri.	Slovak News Pub. Co.	M. Mraz	

OKLAHOMA

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager Advertising Manager
Enid	German	Oklahoma Staats-Zeitung	6,350	.07	Wed.	Val J. Peter (P.)	Wm. J. P. Dietz (E.)	Wm. J. P. Dietz (Mgr.)

OREGON

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager Advertising Manager
Astoria	Finnish	Lannen Suometar	3,610	.20″	Tues., Fri.	Finnish Lutheran Book Concern	Autti Hautala (E.)	
Portland	German	Nachrichten	12,850	.072	Thurs.	A. E. Kern & Co.	A. Hochscheid	A. E. Kern (B.M.)
	Swedish	Oregon Posten	3,700	.047	Wed.	Swedish-American Pub. Co.	Harry F. Fabbe	Axel N. Wide (B.M.)
St. Benedict	German	St. Josephs Blatt	14,250	.15	Fri.	Benedictine Press		

PENNSYLVANIA

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager Advertising Manager
Bethlehem	Hungarian	Hirado	4,000	.025	Fri.	The Americ. Windish & Hungarian Pub. Co.	Rev. Dr. E. A. Stiegler	C. Castelli (B.M.)
Haselton	Italian	Il Trentino	14,600	.05	Sat.	Emilio Clementel	Emilio Clementel	Peter Flaim (B.M.)
		L'Unione Italiana	5,651	1.00″	Fri.	Unione Prtg. Co., Inc.	Victor Ferrari (E.)	C. L. Ciotola (B.M.)
	Slovak	Slovensky Obcan	5,583	.75″	Fri.	Citizen Pub. Co.	J. M. Janosov	
Homestead	Slovak	American Russian Falcon	16,400	.07	Tues.	Greek Catholic Union of U. S.	P. J. Maczkov	Michael J. Yuhass
	Russian	Amerikansky Russky Viestnik	45,000	.14	Thurs.	Greek Catholic Union of U. S. Michael J. Yuhass (Pres.)	Rev. Stephen Varsaly (E.)	Michael J. Yuhass (M.)
Mahanoy City	Lithuanian	Saule	7,468	.52″	Tues., Fri.	W. D. Boczkowski Co.	W. D. Boczkowski	
McKeesport	Carpatho-Russian	Prosvita	8,700	.50″	Wed.	United Societies of Greek Catholic Religion	Rev. Val. Balogh (E.)	

(*Continued on page 207*)

COMPLETE INDEX TO INFORMATION ON PAGES 266-270

PRINCIPAL FOREIGN LANGUAGE WEEKLIES

OHIO (Continued)

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Middletown	Slovak	Jednota	42,000	1.10″	Wed	First Catholic Slovak Union of America	Josef Husek	
Philadelphia	Armenian	Groong	5,040	.75″	Fri	K. Kevorkian	K. Kevorkian	K. Kevorkian (B.M.)
	German	Nord Amerika	5,000	.035	Thurs	John Wiesler, Jr		
	German	Phila. Herold	5,400	.10	Sat	Wm. B. Graf	Wm. B. Graf (E.)	Wm. B. Graf (B.M.)
	Hungarian	Fuggetlenseg	6,075	.45″	Fri	Dr. Aurel Axel	Dr. Aurel Axel (E.)	Dr. Aurel Axel (B.M.)
	Italian	La Libera Parola	20,000	.60″	Thurs	A. J. Di Silvestro	A. J. Di Silvestro	A. J. Di Silvestro (B.M.)
	Italian	Forbice	12,000	.025	Sat	V. Terracciano		
	Polish	Jednosc	7,300	.75″	Fri	Bernard S. Pluta	J. J. Nowosielski	
		Patryota	14,000	.85″	Fri	T. Wasowicz	G. J. Kociel	G. J. Kociel (B.M.)
	Russian	Pravda	9,734	.70″	Tues., Fri	Russian Brotherhood of U. S.	Dr. S. Pyah	J. Kivko (B.M.)
	Ukrainian	Amerika	7,520	.35″	Tues., Thurs., Sat.	Providence Assn	Vladimir B. Lototsky	P. Kiryluk (B.M.)
Pittsburgh	German	Sonntagsbote	25,435	.90″	Sun	German-American Pub. & Ptg. Co.	John E. Joos	
	Hungarian	Magyarsag	3,416	.055	Fri	Expert Ptg. Co	Albert Fiok (E.)	
	Italian	La Stella	3,550	.09	Fri	Chev. Antonio Certo	Antonio Certo	
	Italian	Unione	13,465	.05	Fri	Frediani Prtg. Co	V. Frediani (B.M.)	
	Jewish	Jewish Leader	13,320	.08	Fri	Louis Y. Borkon	L. Y. Borkon	
	Polish	Obronca	8,000	.35″	Thurs	Obronca Pub. Co	Vincent J. Puchala	F. R. Sikorski (B.M.)
		Pittsburczanin	14,476	.07	Fri	Pittsburgh Polish Daily Pub. Co	V. L. Alski (E.)	V. L. Alski (B.M.)
		Sokol Polski	13,770	.06	Thurs	Polish Falcons of America	S. A. Osada	
	Russian	Russky Viestnik	6,000	.022	Thurs	United Russian Orthodox Brotherhood of America	Nicholas Pachuta (E.)	
	Slovak	Narodne Noviny	24,525	.75″	Wed	Nat'l Slovak Society of U. S.	Joseph Zary	Karol Belohlavek (B.M.)
		Slovensky Hlasnik	12,300	.75″	Thurs	Slovak Evangelical Union	E. Stankovianszky	
		Slovensky Svet	12,384	1.68″	Tues	Jaegle Brothers		
Reading	Italian	Il Popolo	7,785	.40″	Sat	Frank P. Masso & Co., Inc.	Frank P. Masso (E.)	
Scranton	Italian	Il Minatore	19,500	.07	Fri	Il Minatore Pub. Co	I. Caminita	L. Tartaglia
	Polish	Republika-Gornik	12,900	.60″	Sun	John Dende	J. Dende (E.)	J. Dende (B.M.)
		Straz	9,390	.50″	Thurs	Polish National Union	S. Starzaskiewicz	J. F. Mikuta (B.M.)
	Slovak	Slovenska Obrana	12,094	.06	Tues., Fri	Obrana Press, Inc	Fedor Salva and John Galbavy (E.)	Th. Folan (B.M.)
	Ukrainian	Narodna Wola	9,564	.05	Tues., Thurs., Sat.	Ukrainian Workingmen's Assn	N. Ceglinsky	An. Batnik (B.M.)
Shamokin	Polish	Rekord	3,500	.025	Fri	Record Ptg. & Pub. Co	F. J. Kolasheski (M.E.)	F. J. Kolasheski (B.M.)
Shenandoah	Polish	Tygodnik Gornyczy	6,500	.047	Sat	Wm. Pietkiewicz	Wm. Pietkiewicz (E.)	
Wilkes-Barre	Lithuanian	Garsas	15,000	.72″	Thurs	Lithuanian Roman Catholic Alliance of America	M. Zujus	J. B. Saliunas (B.M.)
	Polish	Gornik	9,308	.08	Wed	Stanley E. Schmidt	Karl Kowal	W. C. Hoover (A.M.)
		Wilkes-Barre Courier	21,678	.10	Wed	Courier Corp	Leon Wasster	
	Russian	Svit	16,758	.04	Thurs	Russian Orthodox Catholic Mutual Aid Society	Rev. J. Krashkevich (M.E.)	
	Slovak	Bratstvo	29,730	.10	Thurs	Pennsylvania Slovak Roman & Greek Catholic Union	N. S. Beilik	

RHODE ISLAND

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Providence	Italian	Italian Echo	6,234	1.00″	Thurs	Echo Pub. Co	Alex Bevilacqua (E.)	

SOUTH DAKOTA

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Canton	Norwegian	Visergutten	10,770	.60″	Thurs	Visergutten Pub. Co	Sigurd Knudsen (E.)	

TEXAS

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Austin	Swedish	Texas Posten	4,800	.03½	Thurs	Otto Knape	C. F. Blonquist (E.)	H. T. Knape (B.M.)
Dallas	Italian	Tribuna Italiana	6,507	.06	Sat	Papa & Adin	L. E. Adin	C. S. Papa (B.M.)
El Campo	Bohemian	Svoboda	4,420	.50″	Wed	Svoboda Pub. Co	L. J. Sulak	
El Paso	Spanish	La Revista Catolica	8,100	1.50″	Sun	Ignatian Society of Texas	Rev. H. Secondor (E.)	
Fayetteville	Bohemian	Vestnik	6,734	.50″	Wed	Vestnik Pub. Co	Josef Tapal	
Hallettsville	Bohemian	Novy Domov	4,500	.50″	Mon., Thurs	Malec Brothers Pub. Co	Walter Malec	Roy Buck (A.M.)
Houston	Bohemian	Texan	3,000	.65″	Thurs	J. Drozda	J. Drozda (E.)	
San Antonio	German	Freie Presse für Texas	5,000	.50″	Fri	Texas Free Press Pub. Co., Inc. G. F. Neuhaeuser (Pres.)	G. F. Neuhaeuser (E.)	G. F. Neuhaeuser (B.M.)
	Spanish	La Prensa	4,234	.035	Wed	Lozano Newspapers, Inc	I. E. Lozano	H. Martines (C.M.) L. Gonzales (B.M.)
Taylor	Bohemian	Nasinec	3,900	.30″	Fri	Nasinec Pub. Co	Stanley Stiborik (E.)	
Waco	German	Post	4,890	.30″	Thurs	Edmund E. Schack	Ed. Hering (E.)	
West	Bohemian	Cechoslovak	4,755	.30″	Fri	Cechoslovak Pub. Co	Aug. J. Morris (E.)	
		Vestnik	6,055	.25″	Tues	Cechoslovak Pub. Co	Aug. J. Morris (E.)	

UTAH

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Salt Lake City	German	Beobachter	4,780	.25″	Wed	Church of Jesus Christ of Latter-Day Saints (Pub.)	K. E. Hofmann (E.)	
	Norwegian	Bikuben	2,500	.46″	Thurs	Church of Jesus Christ of Latter-Day Saints (Pub.)		
	Swedish	Utah Posten	2,000	.25″	Tues	Church of Jesus Christ of Latter-Day Saints (Pub.)	J. M. Sjodahl (E.)	

WASHINGTON

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Aberdeen	Finnish	Independent	2,856	.50″	Wed	Finnish Independent Co., Inc	F. Tolonen (E.)	
Seattle	German	Washington Staats Zeitung	12,000	.60″	Thurs	Seattle Ptg. & Pub. Co	Martin Dudel	Orrin Hale
	Italian	Gazzetta Italiana	6,000	.60″	Fri	F. M. Bassetti	F. M. Bassetti Dr. N. Biondi (Asst. E.)	F. M. Bassetti (B.M.)
	Norwegian	Washington Posten	14,183	.75″	Fri	Gunnar Lund	Gunnar Lund O. L. Ejde (Secy. to E.)	Roald Lund (N.A.M.)
	Swedish	Svenska Pacific Tribunen	9,600	.75″	Thurs	Pacific Tribunen Pub. Co	Axel Hedberg	Axel Hedberg
		Svenska Journalen	9,400	.60″	Thurs	Swedish-American Pub. Co., Inc.	Harry F. Fabbe	Gus Backman (B.M.)
Spokane	German	Washington Post	3,000	.018	Thurs	W. L. Wolter	W. L. Wolter	
	Swedish	Svenska Pressen	3,400	.40″	Thurs	Eric G. Karlsten	Eric G. Karlsten	
Tacoma	Norwegian	Western Viking	2,300	.35″	Fri	A. Bjerkeseth	A. Bjerkeseth (E.)	

WEST VIRGINIA

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Wheeling	Polish	Nowiny Wheelingskie	2,330	.50″	Wed	K. Obecny	K. Obecny (E.)	

WISCONSIN

City	Language	Publication	Circulation	Minimum Rate	Issue	Publisher	Editor Managing Editor	General Manager Business Manager Circulation Manager
Eau Claire	Norwegian	Reform	2,500	.40″	Thurs	Fremad Pub. Co	W. Ager	M. O. Ager (M.)
Milwaukee	Bohemian	Czechoslovak	22,647	1.50″	Sat	John V. Klabouch	J. V. Klabouch	J. V. Klabouch (B.M.)
	German	Columbia	4,582	.04	Wed	National Weeklies, Inc	H. Hermann	
		Die Rundschau	4,451	.04	Tues	National Weeklies, Inc	C. Eichstaedt (E.)	
		Sonntagspost	16,553	.12	Sun	Union Press Co	L. Luedke (E.) F. P. Lindl (E.)	
	Hungarian	Wisconsin Magyarsag	3,280	.055	Fri	Sandor Dessewffy	Sandor Dessewffy	
	Jewish	Wochenblat	5,000	.08	Fri	Horwitz Ptg. Co	Isador S. Horwitz	
	Slovenian	Vestnik	4,300	.85″	Wed	Vestnik Pub. Co		Frank Novak (M.)
Stevens Point	Polish	Gwiazda Polarna	20,176	.14	Sat	Worzalla Pub. Co	H. Niewolkiewicz P. Klimowics (M.E.)	Walter S. Worzalla R. J. Miller (A.M.)
		Rolnik	8,900	.06	Fri	Worzalla Pub. Co	Paul Klimowics (E.)	
Superior	Finnish	Uusi Kotimaa	9,000	.04	Thurs	Tyomies Society, Inc	Leo Matteson (E.)	
		Tyovaen Osuustoimintalehti	17,525	.74″	Wed	Cooperative Pub. Assn	H. Koski (E.)	Arnold J. Ronn (B.M.)

LEADING NEGRO PUBLICATIONS OF THE UNITED STATES

ALABAMA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Birmingham	World	Tue.	4,200	.05	12½	286	8	65
Mobile	Press-Forum W'kly	Sat.	2,637	.036	13	265	7	65
Mobile	Sun	Sat.	500	.04	12½	286	8	65
Mobile	Weekly Advocate	Sat.	....	.018	13	280	6	55
Montgomery	World	Sat.	700	.04	12½	286	8	65

ARIZONA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Phoenix	Arisona Gleam	Sat.	2,000	.043	12½	280	6	65

ARKANSAS

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Little Rock	Arkansas Survey-Journal	Sat.	2,000	.036	13½	276	6	..

CALIFORNIA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Los Angeles	California Eagle	Fri.	12,509	.05	12	287	8	..
San Francisco	Spokesman	Thurs.	....	.053	12	180	5	..

COLORADO

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Denver	Colo. Statesman	Thurs.	....	.055	13	275	6	60
Pueblo	Western Ideal	Fri.	....	.029	13	275	7	65

FLORIDA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Miami	Tropical Dispatch	Sat.	1,100	.03	12½	286	8	65
Miami	Times	Sat.	....	.02	13	297	7	65
Orlando	Sun	Fri.	325	.03	12½	286	8	65
Pensacola	Colored Citizen	Sat.	1,000	.05	13	250	8	65
St. Augustine	Post	Thurs.	....	.018	12	218	5	..
St. Petersburg	Public Informer	Sat.	....	.029	12½	286	8	65
St. Petersburg	World	Sat.	750	.03	12½	286	8	65
Tampa	Bulletin	Sat.	6,000	.06	13	284	7	..
Tampa	World	Sat.	1,100	.04	12½	286	8	65
West Palm Beach	Florida News	Fri.	5,442	.036	13	178	4	..

GEORGIA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Atlanta	Daily World	Daily	9,000	.05	12½	286	8	65
Atlanta	Southern World	Sun.	11,600	.08	12½	286	8	65
Augusta	Journal	Sat.	300	.03	12½	286	8	65
Savannah	Journal	Wed.	....	.05	13	300	7	55

ILLINOIS

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Bloomington	Co-OperativeNews	Sat.	....	.035	13	280	5	65
Chicago	Defender	Sat.	....	.38	12	305	8	65
Kankakee	Progressive Era	Sat.	....	.014	13	306	7	65
Peoria	Informer	Sat.	250	.03	12½	286	8	65

INDIANA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Gary	American	Fri.	5,500	.043	12	301	8	..
Indianapolis	Indianapolis Recorder	Sat.	13,133	.08	12	285	60	8

IOWA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Des Moines	Iowa Bystander	Fri.	1,150	.0536	12½	286	8	65
Sioux City	Enterprise	Sat.	....	.02	13	280	5	65

KANSAS

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Kansas City	Plaindealer	Fri.	10,808	.053	13	294	7	..
Kansas City	Wyandotte Echo	Fri.	3,000	.025	13	272	6	..

KENTUCKY

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Hopkinsville	Globe-Journal	Fri.	6,100	.05	...	...	..	..
Lexington	Inter-State County News	Sat.	....	.03	13	195	4	65
Louisville	Defender	Sat.	5,000	.10	12½	305	8	65
Louisville	Independent News	Sat.	750	.04	12½	286	8	65

LOUISIANA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Monroe	The Southern Broadcast	Sat.	....	.015	13	308		..
Shreveport	Sun	Sat.	....	.053	13	306		..

MARYLAND

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Baltimore	Afro-American	Sat.	158,978	.25	12½	308	8	65

MASSACHUSETTS

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Boston	Guardian	Sat.	....	.055	13	278	6	70

MICHIGAN

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Detroit	Michigan World	Sun.	500	.04	12½	286	8	65
Detroit	Tribune	Sat.	....	06	12	293	8	..

MINNESOTA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Minneapolis	Spokesman	Fri.	2,200	.025	12	245	6	..
Minneapolis	Twin City Herald	Sat.	....	.03	13	300	6	65
St. Paul	Recorder	Fri.	1,000	.04	12	245	6	..

MISSISSIPPI

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Greenville	Leader	Sat.	....	.03	13	220	5	[illegible]
Jackson	Mississippi Weekly	Sat.	....	.08	12	285	8	[illegible]
Jackson	Southern Register	Sat.	....	.04	13	208	6	[illegible]

MISSOURI

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Hannibal	Register	Sat.	350	.025	12½	286	8	[illegible]
Kansas City	American	Fri.	6,000	.07	12	281	8	[illegible]
Kansas City	Call	Fri.	17,040	.12	12	280	8	[illegible]
St. Louis	Argus	Fri.	13,780	.10	12	288	8	[illegible]
St. Louis	Call	Fri.	10,000	.08	12	280	8	[illegible]

NEBRASKA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Omaha	Guide	Sat.	5,361	.107	13	300	7	[illegible]

NEW JERSEY

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Atlantic City	Eagle	Sat.	400	.04	12½	286	8	[illegible]
Newark	Herald	Thurs.	....	.08	12½	289	8	[illegible]
Red Bank	Echo	Sat.	....	.02	13	280	6	[illegible]

NEW YORK

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Buffalo	Star	Fri.	6,924	.05	13	234	5	[illegible]
New York	Amsterdam News	Sat.	18,072	.17	12½	292	8	[illegible]

NORTH CAROLINA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Asheville	Record	Sat.	150	.03	12½	286	8	[illegible]
Charlotte	Post	Sat.	350	.03	12½	286	8	[illegible]
Kinston	Free Will Baptist Advocate	Sat.	....	.035	13	280	7	[illegible]
New Bern	World	Sat.	200	.036	12½	286	..	[illegible]
Raleigh	Carolina Tribune	Sat.	....	.05	12	200	8	[illegible]
Roxboro	News	Sat.	1,200	.018	13	272	6	[illegible]
Salisbury	News	Sat.	....	.03	12½	286	8	[illegible]
Sanford	Enterprise	Fri.	.....	.021	13	275	6	[illegible]

OHIO

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Akron	Recorder	W.	6,000	.043	..	...	..	
Cleveland	Call and Post	Sat.	4,430	.08	13	288	7	[illegible]
Cleveland	Eagle	Sat.	3,375	.05	12	275	8	[illegible]
Columbus	Voice	Sat.	....	.053	13	280	7	[illegible]
Dayton	Forum	Fri.	....	.06	13	300	7	[illegible]
Toledo	Press	Sat.	....	.03	12½	286	8	[illegible]
Toledo	Observer	Sat.	....	.04	13	230	5	[illegible]
Youngstown	Challenger	Sat.	800	.03	12½	286	8	[illegible]

OKLAHOMA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Muskogee	Lantern	.....	....	.018	13	280	6	[illegible]
Oklahoma City	Black Dispatch	Thurs.	....	.08	12	311	8	[illegible]
Oklahoma City	Defender	Sat.	200	.03	12½	286	8	[illegible]

OREGON

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Portland	Advocate	Sat.	....	.04	13	305	6	[illegible]

PENNSYLVANIA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Homestead	The Little Voice	Bi-W.	....	.07	..	...	..	
Philadelphia	Christian Review	Thurs.	3,500	.03	13	275	6	[illegible]
Philadelphia	Independent	Sun.	16,741	.10	12	210	5	[illegible]
Philadelphia	Tribune	Thurs.	15,820	.12	12	294	8	[illegible]
Pittsburgh	Courier	Sat.	103,283	.30	12	290	8	[illegible]
Pittsburgh	Crusader	Fri.	9,100	.089	13	274	6	[illegible]

SOUTH CAROLINA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Anderson	Messenger	Sat.	500	.03	12½	286	8	[illegible]
Charleston	Messenger	Sat.	....	.03	13	295	7	[illegible]
Charleston	Telegram	Sat.	700	.04	12½	286	8	[illegible]
Columbia	Palmetto Leader	Sat.	3,892	.03	12	280	7	[illegible]
Florence	Pee Dee Weekly	Sat.	650	.03	12½	286	8	[illegible]
Greenville	World	Sat.	....	.025	12½	286	8	[illegible]

TENNESSEE

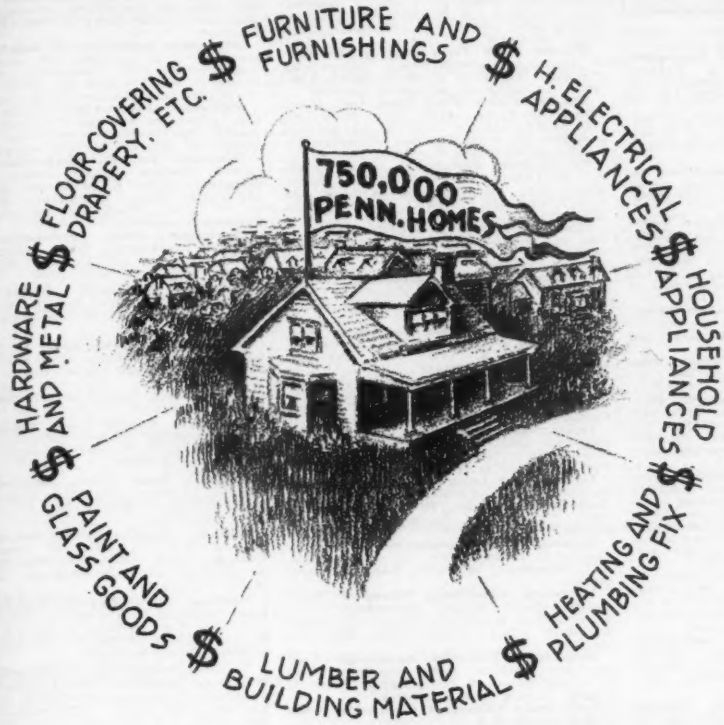
City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Chattanooga	Defender	Fri.	....	.035	13	270	6	[illegible]
Chattanooga	Observer	Sat.	1,550	.04	12½	286	8	[illegible]
Knoxville	Flashlight Herald	Sat.	....	.03	13	275	6	[illegible]
Knoxville	Public Guide	Thurs.	550	.03	12½	286	8	[illegible]
Jackson	Times	Sat.	850	.04	12½	286	8	[illegible]
Memphis	Dixie Journal	Wed. / Sun.	4,500 / 5,500	.06	13	292	7	[illegible]
Memphis	World	Tue.-Fri.	4,200	.06	12½	286	8	[illegible]
Nashville	Clarion	Sat.	....	.04	13	280	6	[illegible]

TEXAS

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Beaumont	Industrial Era	Sat.	....	.05	13	280	8	[illegible]
Corsicana	Taborian Banner	.....	.....	.036	12½	200	6	[illegible]
Dallas	Express	Sat.	5,993	.06	12	292	8	[illegible]
Fort Worth	Mind	Sat.	2,350	.04	12½	286	8	[illegible]
Galveston	Sentinel	Fri.	2,750	.079	13	303	7	[illegible]
Houston	Informer	Sat.	14,465	.11	12	287	8	[illegible]
San Antonio	Inquirer	Sat.	3,100	.029	13	280	6	[illegible]
San Antonio	Register	Fri.	....	.06	12	297	8	[illegible]

VIRGINIA

City	Paper	Pub.	Circ.	Rate Per Line	Col. Width (ems)	Col. Depth (lines)	Cols. Per Page	Screen
Newport News	Star	Thurs.	....	.06	13	270	6	[illegible]
Norfolk	Journal & Guide	Sat.	24,100	.14	12	308	8	[illegible]
Richmond	Planet	Sat.	5,000	.053	12	294	8	[illegible]
Roanoke	Enquirer	Fri.	200	.03	12½	286	8	[illegible]
Staunton	Beverley Times	Sat.	2,500	.057	12	214	5	[illegible]



Meet This "Home Circle" *of* Sales Opportunities!

There are approximately 750,000 well-to-do Pennsylvania homes in the districts cited here. which comprise this profitable Group-Market lying entirely within the Commonwealth.

The incomes which support these homes, are larger this year than at any time during the past five. Continuing the 1935 boom in all kinds of household necessities from bathtubs to beds and from painting to plumbing, as largely begun by the FHA—millions of

PENNSYLVANIA

home modernization and rehabilitation dollars will be spent in this major market during 1936. General sales are running from 10 to 30 percent above a year ago, in a number of the liness given above.

This money will be spent along the line of the "home circle" of sales shown here. Is your product part of this magic circle of profit opportunity? If so—take advantage of it—*now*. Enter these homes thru your product—along with thousands of other broad-visioned merchandisers, in 1936. Make your "entry" via the ONE big method which *most* profitably improves the opportunity presented—"sure-sales" contact linage in these 22 leading Pennsylvania papers.

		Circulation	2,500 lines	10,000 lines
*Altoona Mirror	(E)	27,347	.09	.09
†††Beaver Falls News Tribune	(E)	8,532	.05	.05
*Chambersburg Public-Opinion	(E)	6,912	.05	.05
*Chester Times	(E)	22,040	.09	.08
†††Clearfield Progress	(E)	5,900	.045	.045
†††Connellsville Courier	(E)	6,910	.05	.05
†††Gettysburg Times	(E)	5,343	.04	.04
†Greensburg Review-Tribune	(ME)	11,447	.06	.06
†††Hazleton Plain Speaker / †††Hazleton Standard-Sentinel	(E)	22,463	.08	.07
†††Indiana Gazette	(E)	9,214	.06	.06
†††Lebanon News-Times	(E)	11,664	.05	.05
*McKeesport Daily News	(E)	18,732	.075	.075
*Meadville Tribune-Republican	(ME)	8,323	.05	.05
*Norristown Times Herald	(E)	13,851	.09	.07
*Scranton Times	(E)	51,089	.15	.14
†††Towanda Daily Review	(M)	5,550	.045	.04
†††Warren Times	(E)	7,990	.05	.05
*Washington Observer and Reporter	(ME)	16,320	.07	.07
*West Chester Local News	(E)	10,194	.05	.05
*Wilkes-Barre Times Leader	(E)	29,040	.08	.08
†††Williamsport Sun-Gazette & Bulletin	(ME)	25,843	.10	.10
†††York Dispatch	(E)	21,266	.07	.07

†Publishers' Affidavit, Oct. 1, 1934.
*A. B. C. Publishers' Statement, Oct. 1, 1935.
†††Publishers' Affidavit, Oct. 1, 1935.

***Win* PENNSYLVANIA *through these* PENNSYLVANIA NEWSPAPERS**

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California Newspaper Advertising Managers Association—Hugh Baumberger, Culver City (Calif.) Star-News, president, southern division; George McQueen, Redwood City (Calif.) Tribune, president, northern division; Henry Welsh, Alhambra (Calif.) Post-Advocate, southern division, secretary; Allen Dealey, Alameda (Calif.) Times-Star, northern division.

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California Press Association—Friend W. Richardson, 343 Sansome st., San Francisco, president; Harry Lutgens, 530 B st., San Rafael, Calif., secretary; Louis Meyer, Oakdale (Calif.) Leader, treasurer.

Canadian Daily Newspapers Association—O. L. Spencer, Calgary (Alta.) Herald, president; Arthur Partridge, 902 Excelsior Life Bldg., Toronto 2, Canada, secretary and manager.

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Canadian Weekly Newspapers Association—Charles A. Barber, Chilliwack, B. C., president; C. V. Charters, Brampton, Ont., Canada, secretary.

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First District Minnesota Editorial Association—Jerome O. Bjerke, Stewartville, Minn., president; Carl Weicht, Northfield, Minn., secretary.

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Midwest Circulation Managers Association—Vernon Kelso, Shawnee (Okla.) News, president; G. R. Boyd, Independence (Mo.) Examiner, secretary-treasurer.

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New England Association of Circulation Managers—Edward Byron, Kennebec Journal, Augusta, Maine, secretary.

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Oklahoma Press Association—G. W. Archibald, Durant (Okla.) Daily Democrat, president; Vernon T. Sanford, Oklahoma City, secretary-manager; Fred E. Tarmen, treasurer, Norman, Okla.

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Ontario-Quebec Circulation Managers' Association—Glyn Bowden, Brantford (Ont.) Expositor, president; W. J. Stewart, St. Thomas (Ont.) Times-Journal, secretary.

Orange County Weekly Newspaper Association—Theodore B. Kuchel, 259 E. Center

(*Continued on page* 212)

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ASSOCIATIONS AND CLUBS—U. S. AND CANADA

(*Continued from page 211*)

st., Anaheim (Calif.) Gazette, president; James Farquhar, 205 Main st., Huntington Beach (Calif.) News, secretary.

Oregon State Editorial Association—Merle R. Chessman, Astoria (Ore.) Astorian-Budget, president; Arne G. Rae, 103 Journalism Bldg., Eugene, Ore., secretary-manager.

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Panhandle Press Association—J. L. McCarty, Dalhart (Tex.) Texan, president; C. W. Warwick, Canyon (Tex.) News, secretary.

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Philadelphia Sporting Writers Association—C. William Duncan, Philadelphia Ledger, president; James W. Gantz, sports editor, Philadelphia Record, vice-president; John Webster, Philadelphia Inquirer, vice-president; Larry Sommer, 1825 Medary ave., Philadelphia, secretary; Lou Jaffe, Philadelphia Ledger, treasurer.

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Press Congress of the World—Robert Bell, Christchurch, New Zealand Times, president; R. B. Price, Columbia, Mo., secretary.

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City	Paper	Issued by	Editor
Birmingham	Merchandising News (m)	News-Age-Herald	Carol Porter

ARKANSAS

Helena	Shopping News (w)	East Arkansas Record	K. B. Laswell
Little Rock	Arkansas Democrat Retailer (m)	Arkansas Democrat	W. D. Branham

CALIFORNIA

Chico	Record (w)	Record	V. C. Richards C. H. Deuel
Eureka	Standard Merchandiser (occ)	Humboldt Standard	D. H. O'Kane
Los Angeles	Southwestern Merchant ((e.o.m.)	Examiner	L. M. Rutherford
Los Angeles	Dealer Herald & Express (m)	Herald & Express	Leta McLaren
Los Angeles	Merchandiser (m)	Times	Donald Taylor
Oakland	Trade Builder (m)	Post-Enquirer	F. G. Fredmore
Oxnard	Courier Shopper (w)	Courier	J. J. Krouser
Pasadena	Shopping News (w)	Star-News & Post	C. H. Pisk
Porterville	News (w)	Recorder	Homer W. Wood
San Francisco	The Dealer Call-Bulletin (m)	Call-Bulletin	George Thurtle
San Francisco	Retailer (m)	Examiner	T. E. Greene
San Francisco	Co-Operator (m)	News	S. F. Needham
San Jose	Shopper Edition (w)	Mercury Herald	R. J. McMahon
San Mateo	News-Advertiser (w)	Times & News Leader	Harry Butler
San Rafael	Shopping Supplement (w)	Independent	Clarence R. Law
Santa Paula	Eastern Ventura County Shopping News Chronicle (w)	.....	.....
Stockton	Food Facts (w)	Record	Don Reid
Ventura	Shopper (w)	Free Press	Robert Burns
Visalia	Advertiser (w)	Times-Delta	C. A. Whitmore
Woodland	Yolo County News (w)	Democrat	Paul R. Leake

COLORADO

Fort Collins	Drug & Food Calendar (m)	Express-Courier	Ruth Schureman
Pueblo	Co-Advertiser (m)	Star-Journal & Chieftain	Gertrude Roy

CONNECTICUT

Bridgeport	Retailer (m)	Post-Telegram	L. R. Breen
Torrington	Advertiser (occ)	Register	.....

DISTRICT OF COLUMBIA

Washington	News-Item (m)	News	Charles L. Nicholson

FLORIDA

St. Petersburg	Advertising Digest (m)	Independent	A. Quirk
St. Petersburg	National Advertising Review	Times	B. E. Bryan

GEORGIA

Atlanta	Atlanta Retailer (6 t.a.)	Georgian-American	Jack Collins

HAWAII

Honolulu	Sales-Builder (m)	Star-Bulletin	.....

ILLINOIS

Bloomington	Retail Trade News (m)	Pantagraph	Wayne L. Sams
Chicago	Chicago Beverage Dealer (m)	Herald & Examiner	Albert C. Mueller
Chicago	The Chicago Merchant (m)	News	Joseph Brady
Dixon	Dixon Shoppers Bulletin (w)	Telegraph	B. T. Shaw
Murphysboro	Shoppers Bulletin (10 t. a.)	Independent	J. E. Rockwell
Pekin	Supplement (w)	Times	.....
Peoria	Co-Operation (m)	Journal & Transcript	R. A. Pratt

INDIANA

Alexandria	News (w)	The Daily News	K. J. Sullivan
Connersville	The Magnet (irr.)	News-Examiner	J. L. Foster
Jeffersonville	Sales Supplement (w)	News	Earl Krear
La Porte	Flashes (m)	Herald-Argus	G. E. Moss
Logansport	Purchaser's Pulse (m)	Press	C. E. Elliott

IOWA

Atlantic	Cass County Shoppers' Guide (w)	News-Telegraph	E. P. Chase
Davenport	Business News (m)	Times	F. Russell

KANSAS

Kansas City	Kansas Retailer (m)	Kansan	W. A. Bailey

KENTUCKY

Lexington	Food, Drug & Beverage Review	Leader	Roger Bourland

MAINE

Portland	Express Courier (m)	Press Herald & Telegram	D. R. Davis

MASSACHUSETTS

Holyoke	Shopping News (w)	Transcript-Telegram	Arthur Ryan
Marlboro	Merchandiser (m)	Enterprise	John Burke
Hudson	Merchandiser (m)	Sun	Oscar Lettler
Quincy	Supplement (w)	News	Donald Reynolds
Worcester	Retail-Ad-Viser (bi-m)	Telegram & Gazette	Thomas J. Mills

MICHIGAN

Ann Arbor	Retailers Bulletin (5 t.a.)	News	Geo. P. McCallum,Jr
Cadillac	Junior Evening News (irr.)	Evening News	T. O. Huckle
Coldwater	Store News (w)	Reporter	Roy Newberry
Detroit	Booster (m)	News	J. Albert
Flint	Retailer's Bulletin (q)	Journal	Walter McDowell
Grand Rapids	Retailer's Bulletin (q)	Press	D. R. Winkels
Jackson	Retailer's Bulletin (q)	Citizen Patriot	.....
Kalamazoo	Retailer's Bulletin (q)	Gazette	Miss A. L. King
Port Huron	Thumb District Retailer	Times-Herald	Victor E. Wenzel

MINNESOTA

Bemidji	Broadcaster (w)	Pioneer	H. Z. Mitchell
Duluth	Ad-Viser (m)	Herald & News-Tribune	J. P. Watson
Faribault	Trade (m)	News	Hobson Savoie
St. Paul	Retailers' Bulletin (occ.)	Dispatch-Pioneer Press	R. B. Liggett
St. Paul	St. Paul Merchant (8 t. a.)	News	Thos B. Lang
Winona	Ad-O-Gram (m)	Republican-Herald	L. S. Belville

MISSOURI

Joplin	Trade Review (m)	Globe & News Herald	Charles A. Blair, Jr.
Webb City	Shoppers Guide (w)	Leader	J. A. Robertson

NEBRASKA

Fremont	Plans and Pointers (m)	Tribune	C. V. Roberts
Lincoln	Merchandiser (m)	State Journal	G. M. Callender
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City	Paper	Issued by	Editor
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NEW HAMPSHIRE

Manchester	Retail Merchandising Supplement (m)	Union & Leader	Arthur T. Brush

NEW JERSEY

Camden	Advertising News (m)	Courier-Post	Richard Kaufman

NEW YORK

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Rochester	Journal-Dealer (bi-m)	Journal & American	D. A. Donahue
Syracuse	Merchandiser (m)	Journal-American	Richard Wickins
Syracuse	Post-Script (abt. every 6 wks)	Post-Standard	W. A. Dyer, Jr.

NORTH DAKOTA

Fargo	Retailer's Bulletin (m)	Forum	Harry R. Hill
Williston	Little Herald (m)	Herald	V. E. Wenzel

OHIO

Akron	Trade Reporter (6 t.a.)	Times-Press	Geo. Fishback
Cincinnati	Sales Opportunity Bulletin Grocery & Drug (m)	Post	H. O. Ricks

OKLAHOMA

Durant	Merchandise (occ.)	Democrat	C. Allen Hill
Oklahoma City	Oklahoman Retail Times (m)	Oklahoman & Times	O. C. Brown
Seminole	The Dinner Horn (w)	Reporter	Vance Trimble
Tulsa	Tulsa Retailers' Tribune (m)	Tribune	F. G. Johnston
Tulsa	The Tulsa Merchant (m)	World	M. T. Hubbard

OREGON

Medford	Merchants Buyers Guide (w)	Mail Tribune	.....
Portland	Trade News (m)	Journal	A. F. Peterson
Portland	Oregonian Merchandiser (m)	Oregonian	Geo. R. Andrish
Salem	Shopper (w)	Capital Journal	Geo. Putnam

RHODE ISLAND

Providence	Trade & Bulletin (m)	Journal & Bulletin	A. L. Poorman

TENNESSEE

Memphis	Trade Appeal (m)	Commercial Appeal	W. O. Sturdivant
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San Antonio	Retailer (m)	Express & News	Mrs. Hattie Leeds
San Antonio	Retailer (m)	Light	B. J. Horner
Sherman	Reo River Valley Retailer (bi-m)	Democrat	Fred Conn
Temple	Central Texas Merchandiser(w)	Telegram	Ted Mayton

VIRGINIA

Richmond	Retail Ad-Visor (m)	Times-Dispatch	S. A. Hall, Jr.

WASHINGTON

Seattle	Retail Post-Intelligencer (q)	Post-Intelligencer	John Alston
Seattle	Co-Operator (m)	Star	L. V. Cornfield
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Wisconsin Rapids	Flash (occ.)	Tribune	G. T. Frechette

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Cheyenne	Retail Merchants Edition(irr.)	Wyo. State Tribune-Leader	.....

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St. Johns, N. B.

Canadian Press, Don Gilbert, 383 Madison Ave., New York City.

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Shanghai

Far East Magazine, Henry E. Gellerman, 545 Fifth Ave., New York City.
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London News Chronicle, John W. Harding, 229 West 43d St., New York City.
London Sunday Graphic, Al Sherman, Hotel Cardinal, 243 West End Ave., New York City.
London Times, Louis Hinrichs, 280 Broadway, New York City.
London Times, Sir Wilmott Lewis, The National Press Club, Washington, D. C.
Manchester Guardian, A. Wyn Williams, 220 West 42d St., New York City.
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T. S. F. Tribune, Robert Gueydan, 52 West 75th St., New York City.

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Eildienst fuer Aussenhandel, Berlin, Dr. Herbert Gross, 533 West 232nd St., New York City.
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Griffin News
Macon Telegraph & News
Savannah News
Savannah Press

TERRITORY OF HAWAII
Honolulu Advertiser
Honolulu Star-Bulletin

IDAHO
Idaho Falls Post-Register
Moscow News-Review
Moscow Star-Mirror
Twin Falls News

ILLINOIS
Aurora Beacon News
Belvidere Republican
Bloomington Pantagraph
Centralia Sentinel
Chicago American
Chicago Herald & Examiner
Chicago News
Chicago Tribune
Danville Commercial-News
Edwardsville Intelligencer
Elgin Courier-News
Galesburg Register-Mail
Harrisburg Register
Joliet Herald-News
Kewanee Star-Courier
Marion Republican
Mattoon Journal-Gazette
Mobile Dispatch
Murphysboro Independent
Peoria Journal-Transcript
Peoria Star
Peru News-Herald
Robinson News
Rockford Star & Register-Republic
Springfield Illinois State Journal
Springfield Illinois State Register
Waukegan News-Sun

INDIANA
Bloomington World
Connersville News-Examiner
Crawfordsville Journal-Review
Evansville Courier & Journal
Fort Wayne Journal-Gazette
Fort Wayne News-Sentinel
Gary Post-Tribune
Goshen News-Times & Democrat
Hammond Times
Huntington Herald-Press
Indianapolis News
Indianapolis Star
Indianapolis Times
La Porte Herald-Argus
Logansport Press
Michigan City Dispatch
Muncie Press
Muncie Star
Princeton Clarion-News
Princeton Democrat
Shelbyville Democrat
Terre Haute Tribune-Star
Tipton Tribune
Vincennes Sun-Commercial

IOWA
Burlington Hawk-Eye Gazette
Cedar Rapids Gazette
Council Bluffs Nonpareil
Davenport Star
Davenport Times
Des Moines Register & Tribune
Fort Madison Democrat
Iowa City Iowan
Keokuk Gate City
Nevada Journal
Newton News
Ottumwa Courier
Perry Chief
Sioux City Journal
Sioux City Tribune
Waterloo Courier
Webster City Freeman-Journal

KANSAS
Arkansas City Traveler
El Dorado Times
Hutchinson News & Herald
Iola Register
Lawrence Journal-World
Leavenworth Times
Pittsburg Headlight & Sun
Topeka Capital
Wichita Beacon
Wichita Eagle

KENTUCKY
Covington Post
Lexington Leader
Paducah Sun-Democrat

LOUISIANA
New Orleans Item-Tribune
Shreveport Times

MARYLAND
Baltimore News-Post & Sunday American
Baltimore Sun
Salisbury Times

MASSACHUSETTS
Boston American & Advertiser
Boston Christian Science Monitor
Fall River Herald-News
Greenfield Recorder-Gazette
Haverhill Sunday Record
Holyoke Transcript-Telegram
Hudson Sun
Lowell Courier-Citizen & Leader
Marlboro Enterprise
New Bedford Standard-Times & Mercury
Worcester Post
Worcester Telegram-Gazette & Sunday Telegram

MICHIGAN
Adrian Telegram
Ann Arbor News
Cadillac News
Detroit Free Press
Detroit News
Detroit Times
Flint Journal
Grand Rapids Press
Holland Sentinel
Ironwood Globe
Jackson Citizen-Patriot
Kalamazoo Gazette
Saginaw News
Traverse City Record-Eagle
Wyandotte News

MINNESOTA
Albert Lea Tribune
Austin Herald
Bemidji Pioneer
Crookston Times
Duluth Herald & News-Tribune
Faribault News
Fairmont Sentinel
Mankato Free Press
Marshall Messenger
Minneapolis Star
Owatonna People's Press
Rochester Post-Bulletin
St. Paul Dispatch-Pioneer Press
St. Paul News
Willmar Tribune

MISSISSIPPI
Jackson News
McComb Enterprise

MISSOURI
Chillicothe Constitution-Tribune
Excelsior Springs Standard
Joplin Globe & News-Herald
Kansas City Journal Post
Kansas City Star
Lexington Advertiser-News
Macon Chronicle-Herald
St. Joseph News-Press & Gazette
St. Louis Globe-Democrat
St. Louis Post-Dispatch
St. Louis Star-Times
Sedalia Capital & Democrat
Springfield News, Leader & Press
Trenton Republican-Times

MONTANA
Billings Gazette
Butte Montana Standard
Butte Post
Great Falls Tribune & Leader
Havre News & Sunday Journal
Lewistown Democrat-News & Telegram

NEBRASKA
Beatrice Sun
Lincoln State Journal
Lincoln Sunday Journal & Star
Lincoln Star
Nebraska City News Press
Omaha Bee News
Omaha World-Herald

NEVADA
Reno Nevada State Journal

NEW HAMPSHIRE
Manchester Union Leader
Nashua Telegraph

NEW JERSEY
Atlantic City Press-Union
Bridgeton News
Camden Courier-Post Newspapers
Hackensack Bergen Record
Newark News
Newark Star-Eagle
New Brunswick Home News-Times
Passaic Herald-News
Paterson News
Perth Amboy Evening News

NEW MEXICO
Gallup Independent
Roswell Dispatch
Tucumcari News

NEW YORK
Albany Knickerbocker Press
Albany Evening News
Albany Times Union
Binghamton Press
Buffalo Courier Express
Cohoes American
Elmira Star-Gazette & Elmira Advertiser & Elmira Telegram
Freeport-Hempstead Nassau Review
Glens Falls Times & Post-Star
Ithaca Journal
Jamestown Post
Kingston Freeman
Mamaroneck Times
Mount Vernon Argus
Newburgh-Beacon News
New Rochelle Standard Star
Brooklyn Eagle
New York Courriere D'America
New York Il Progresso Italo Americano
New York Jewish Day
New York Jewish Forward
New York News & Sunday News
New York World-Telegram
Long Island Press
Ogdensburg Advance-News
Olean Times Herald
Oneonta Star
Ossining Re Citizen Register
Oswego Palladium-Times
Peekskill Star
Port Chester News
Ridgewood, L. I., Advocate
Rochester Democrat & Chronicle
Rochester Journal & American
Rome Sentinel
Saratoga Springs Saratogian
Saugerties Post
Schenectady Gazette
Syracuse Herald
Syracuse Journal-American
Syracuse Post-Standard
Tarrytown News
Tonawanda News
Utica Observer-Dispatch
Utica Press
Yonkers Herald-Statesman
Yonkers Times

NORTH CAROLINA
Asheville Citizen & Times & Citizen-Times
Burlington Times-News
Charlotte News
New Bern Sun-Journal
Winston-Salem Journal & Twin City Sentinel & Journal-Sentinel

NORTH DAKOTA
Minot News & Optic-Reporter
Williston Herald

OHIO
Akron Times-Press
Bucyrus Telegram-Forum
Canton Repository
Chillicothe Scioto Gazette
Cincinnati Enquirer
Cincinnati Post
Cincinnati Times Star
Cleveland News
Cleveland Plain Dealer
Cleveland Press
Columbus Citizen
Columbus Dispatch
Dayton Daily News
Fostoria Daily Review
Fostoria Times
Fremont Messenger
Fremont News
Middletown Journal
Mt. Vernon Republican News-Banner
New Philadelphia Times
Niles Times
Pomeroy Tribune
Sandusky News
Tiffin Advertiser-Tribune
Toledo Blade
Toledo News-Bee
Toledo Times
Tribune
Xenia Gazette

OKLAHOMA
Ada Times
Ardmore Ardmoreite
Bartlesville Enterprise
Blackwell Journal
Blackwell Tribune
Clinton News
Cushing Citizen
Durant Democrat
Enid News and Eagle
Hobert Democrat-Chief
Mangum Star
Oklahoma City Beacon of Capitol Hill
Oklahoma City News
Oklahoma City Oklahoman
Okmulgee Times
Ponca City News
Sapulpa Herald
Sayre Headlight-Journal
Seminole Producer
Tulsa Tribune
Tulsa Daily World
Wewoka Times-Democrat

OREGON
Albany Democrat-Herald
Ashland Tidings
Baker Democrat-Herald
Bend Bulletin
Medford Mail Tribune
Pendleton East Oregonian
Portland Oregonian & Sunday Oregonian
Roseburg News-Review

PENNSYLVANIA
Erie Times
Greenville Record-Argus
Harrisburg Telegraph Newspapers
Hazleton Plain Speaker & Standard-Sentinel
Lancaster New Era & Intelligencer-Journal & Sunday News
Mount Carmel Item
Philadelphia Inquirer
Philadelphia Record
Pittsburgh Press
Pottstown Mercury-News
Punxsutawney Spirit
Reading Eagle
Scranton Scrantonian
Sharon Herald
Shenandoah Herald
Westchester Local News
Wilkes-Barre Record
Wilkes-Barre Times-Leader
Williamsport Grit

RHODE ISLAND
Providence Bulletin & Sunday Journal & Providence Journal
Providence News-Tribune
Woonsocket Call

SOUTH CAROLINA
Charleston News and Courier & Charleston Post
Columbia Record
Union Times

SOUTH DAKOTA
Aberdeen American-News
Huron Huronite
Rapid City Journal
Sioux Falls Argus-Leader
Watertown Public Opinion

TENNESSEE
Chattanooga News
Elizabethton Star
Jackson Sun
Knoxville Journal
Knoxville News-Sentinel
Memphis Commercial Appeal
Memphis Press-Scimitar

TEXAS
Abilene News & Reporter & Reporter-News
Amarillo News, Evening Globe & News Globe
Austin American-Statesman
Beaumont Enterprise & Journal
Corpus Christi Caller-Times
Corsicana Sun
Dallas News & Journal
Dallas Times Herald
Eastland Telegram
Edinburg Valley Review
El Paso Herald-Post
El Paso World-News-El Contental
El Paso Times
Fort Worth Press
Fort Worth Star-Telegram
Galveston Daily News & Tribune
Goose Creek Sun
Graham Reporter
Harlingen Valley Star
Henderson News
Houston Chronicle

(Continued on page 217)

LIST OF GRAVURE NEWSPAPERS OF THE UNITED STATES

ALABAMA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Birmingham	News & Age-Herald	106,147	$0.45	7	287

CALIFORNIA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Los Angeles	La Opinion	.....	.25	4	15"
Los Angeles	Times	.....	1.00	7	287
San Francisco	Chronicle	151,405	.70	7	294

COLORADO

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Denver	Post	307,181	1.25	7	287

CONNECTICUT

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Hartford	Courant	60,155	.27	7	287

DISTRICT OF COLUMBIA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Washington	Post	99,916	.28	7	287
Washington	Star	101,249	.45	7	287

GEORGIA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Atlanta	Constitution	107,425	.35	7	287
Atlanta	Journal	112,431	.40	7	287

ILLINOIS

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Chicago	News (Sat.)	393,999	1.25	7	287
Chicago	Tribune	924,122	3.25	7	272
Peoria	Journal-Transcript	36,458	.15	7	300
Peoria	Star	38,667	.15	7	284

INDIANA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Fort Wayne	News-Sentinel (Sat.)	52,612	.20	7	287
Indianapolis	Star	153,938	.60	7	287
Terre Haute	Tribune & Star	26,219	.15	7	287

IOWA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Des Moines	Register	271,764	.80	7	287

KENTUCKY

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Louisville	Courier-Journal	158,699	.65	7	280

MARYLAND

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Baltimore	Sun	194,956	.85	7	287

MASSACHUSETTS

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Boston	Globe	298,521	.90	7	287
Boston	Herald	146,306	.65	7	287
New Bedford	Standard-Times	25,731	.15	7	280
Springfield	Union-Republican	58,257	.28	7	287

MICHIGAN

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Detroit	Free Press	249,458	.65	7	296
Detroit	News	335,254	.75	7	296

MINNESOTA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Duluth	News-Tribune	40,679	.18	7	301
Minneapolis	Journal	159,242	.50	7	20½"
Minneapolis	Tribune	201,773	.60	7	294
St. Paul	Dispatch & Pioneer Press	113,848	.50	7	294

MISSOURI

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Kansas City	Journal-Post	79,467	.35	7	287
Kansas City	Star	315,741	.90	7	287
St. Louis	Globe-Democrat	198,966	.75	7	287
St. Louis	Post-Dispatch	180,696	1.10	7	285

NEBRASKA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Omaha	World-Herald	121,381	.40	7	287

NEW JERSEY

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Newark	Call	49,950	.25	7	280

NEW YORK

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Albany	Knickerbocker Press	41,961	.30	7	287
Buffalo	Courier-Express	148,356	.60	7	287
Buffalo	Times	107,271	.40	7	280
New York	Corriere d'America	27,161	.28	5	200
New York	Herald Tribune	452,824	1.25	7	287
New York	Jewish Daily Forward	126,504	.80	7	280
New York	News	2,523,615	3.25	5	200
New York	Progresso Italo-Americano	73,402	.50	7	280
New York	Times	581,706	2.05	7	296
Rochester	Democrat & Chronicle	84,247	.40	7	287
Syracuse	Herald	63,608	.35	7	280
Syracuse	Post-Standard	64,150	.28	7	287

OHIO

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Akron	Times-Press	54,538	.15	15"	21¼"
Cincinnati	Enquirer	177,681	.80	7	287
Cleveland	Plain Dealer	378,565	1.15	7	300
Toledo	Times	52,547	.35	7	300
Youngstown	Vindicator	39,185	.15	7	294

PENNSYLVANIA

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Harrisburg	News (Sat.)	64,676	.25	9½"	210
Philadelphia	Inquirer	657,739	1.60	7	287
Pittsburgh	Press	270,927	1.00	7	287
Scranton	Scrantonian	39,076	.18	7	287

RHODE ISLAND

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Providence	Journal	94,091	.30	7	284

TEXAS

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Houston	Chronicle	101,008	.40	7	287
San Antonio	La Prensa	.....	.25	4	15"

WASHINGTON

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Seattle	Times	117,263	.36	7	280

WISCONSIN

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Milwaukee	Journal	199,542	.70	7	287

CANADA

ONTARIO

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
London	Free Press	36,701	.25	8	284
Toronto	Star Weekly (Sat.)	311,063	.70	7	275

QUEBEC

City	Newspaper	Circulation	Line Rate	Cols. to Page	Column Depth (Lines)
Montreal	La Patrie	42,047	.20	5	16"
Montreal	Standard	89,688	.40	7	280

NEWSPAPERS OFFERING MERCHANDISING CO-OPERATION

(*Continued from page 216*)

Houston Post
Houston Press
Kilgore New
Longview Journal & News
Memphis Democrat
Nacogdoches Sentinel
Palestine Herald & Press
Pampa News
San Angelo Standard-Times
San Antonio Express & News
San Antonio Light
Shamrock Texan
Sherman Democrat
Temple Telegram
Terrell Tribune
Texarkana Gazette—News—Sunday Gazette
Waco News-Tribune & Times Herald
Wichita Falls Times & Record News

VERMONT

Burlington Free Press

VIRGINIA

Danville Register & Bee
Norfolk Ledger Dispatch
Portsmouth Star
Richmond News-Leader
Richmond Times-Dispatch
Roanoke Times & World-News
Suffolk News-Herald
Waynesboro News-Virginian

WASHINGTON

Bellingham Herald
Centralia Chronicle
Ellensburg Record
Kelso Kelsonian-Tribune
Olympia Olympian
Seattle Post-Intelligencer
Seattle Star
Seattle Times
Spokane Chronicle
Spokane Press
Spokane Spokesman-Review
Tacoma News-Tribune
Vancouver Columbian
Walla Walla Union-Bulletin

WEST VIRGINIA

Charleston Gazette
Huntington News-Tribune
Martinsburg Journal
Wheeling News-Register

WISCONSIN

Beloit News
Fond du Lac Commonwealth Reporter
Green Bay Press Gazette
Janesville Gazette
La Crosse Tribune
Madison Capital Times
Madison State Journal
Marinette Eagle Star
Marshfield News-Herald
Merrill Herald
Milwaukee Journal
Milwaukee Leader
Milwaukee News
Milwaukee Sentinel
Oshkosh Northwestern
Racine Journal Times
Sheboygan Press
Superior Telegram
Wausau Record-Herald
Wisconsin Rapids Tribune

WYOMING

Casper Tribune-Herald

ALASKA

Ketchikan Chronicle

CANADA

ALBERTA

Edmonton Journal
Medicine Hat News

BRITISH COLUMBIA

New Westminster British Columbian
Vancouver Province

ONTARIO

Chatham News
Guelph Mercury
Kingston Whig-Standard
London Free Press

QUEBEC

Montreal Star
Quebec L'Action Catholique
Quebec Le Soleil

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CHIEF AND OTHER EDITORIAL WRITERS

ALABAMA

Decatur Daily—B. M. Bloodworth, B. C. Shelton.
Dothan Eagle—Julian Hall, Dorian Stout.
Huntsville Times—Reese T. Amis.
Mobile Press & Mobile Register—Herbert Lyons, Jr., Waites Taylor.
Montgomery Advertiser—Grover C. Hall.
Selma Times Journal—F. T. Raiford.

ALASKA

Ketchikan Alaska Chronicle—Roy Anderson.

ARIZONA

Douglas Dispatch—John A. Curry.
Phoenix Gazette-Arizona Republic—J. W. Spear, C. G. Nuckolls.
Prescott Evening Courier—W. P. Stuart.
Tucson Star—W. R. Mathews.

ARKANSAS

Blytheville Courier News—C. R. Babcock.
Fayetteville Democrat—L. S. Reed.
Helena E. Arkansas Record—J. E. Schofield.
Jonesboro Tribune—Donald Murray.
Little Rock Arkansas Gazette—J. N. Heiskell.
Pine Bluff Graphic—H. J. Adair.
Pocahontas Democrat—J. W. Case.
Wynne Daily Star-Progress—Douglas Smith.

CALIFORNIA

Alameda Times Star—H. G. Spaulding.
Anaheim Bulletin—Floyd McCracken.
Bakersfield Californian—Alfred Harrell.
Calexico Chronicle—Randall Henderson.
Colton Courier—Verna Gates Hosfelt.
Chico Record—V. C. Richards, C. H. Deuel.
Fresno Bee—H. R. McLaughlin, William Foster Elliot.
Glendale News-Press—W. S. Ingram.
Grass Valley Union—E. G. Kinyon.
Hanford Sentinel—R. E. Smith, Robert Brown.
Hollister Free Lance—Bruce Craver.
Hollywood Citizen-News—Harlan G. Palmer.
Long Beach Press Telegram & Sun—Frank Selover and Harold Williams.
Los Angeles Post-Record—Richard R. Kilroy.
Los Angeles Times—Edward Krauss, Harry Bowling.
Marysville Appeal-Democrat—H. E. Thomas.
Merced Sun-Star—Peter McClung.
Oakland Tribune—A. B. Schuster.
Orange News—W. O. Hart.
Oxnard Courier—James Krouser.
Palo Alto Times—Dallas Wood.
Placerville Republican—V. E. Allen.
Redwood City Tribune—William Vielhauer-Dallas Wood.
Sacramento Bee—Chas. K. McChatchy.
Sacramento Union—Russell R. Strom.
San Diego Sun—L. E. Claypool.
San Bernardino Sun-Telegram—R. C. Harrison, A. J. Brown.
San Diego Union, Tribune—L. M. Mintzer.
San Francisco Chronicle—Chester Rowell, Ben Macomber, W. A. Fitzgerald.
San Francisco Examiner—Arthur Price.
San Francisco News—George West.
Santa Cruz News—E. J. Devlin.
San Jose News—G. Logan Payne.
San Mateo Times & News Leader—J. P. McSorley.
Stockton Independent—A. L. Banks.
Stockton Record—Sheldon Davis, Verne Scoggins.
Ventura Free Press—E. B. Clancy.
Visalia Times-Delta—Chas. A. Whitmore.
Wilmington Press—C. P. Roberts.

COLORADO

Canon City Record—Guy U. Hardy.
Colorado Springs Gazette & Telegraph—F. R. Wadell.
Denver Post—Bruce Gustin.
Durango Herald-Democrat—J. H. McDevitt.
Grand Junction Sentinel—Walter Walker, Estelle Walker Reese.
Greeley Tribune—F. E. Merrill.
Lamar News—Fred M. Betz.
Loveland Reporter-Herald—R. J. Ball.
Montrose Press—C. E. Adams, Grace V. Smith.
Pueblo Star Journal—Frank S. Hoag.

CONNECTICUT

Bridgeport Sunday Herald—Leigh Donoenberg.
Bristol Press—Wallace H. Miller.
Danbury News-Times—Lynn W. Wilson.
Greenwich Press—Howard W. Palmer, Walter B. Stoddard.
Hartford Times—C. C. Hemenway, F. P. Latimer, John Ramaker.
Manchester Herald-Malcolm Mollan.
Meriden Record—Thomas H. Warnock, Miss Julia Lansing Hull.
New Haven Journal-Courier—Chas. P. Ives, Wm. A. Bree, Jr.
New Haven Register—M. B. Mahannah.
New London Day—Geo. E. Clapp.
Norwalk Hour—Sidney A. Bedient.
Norwalk Sentinel—LeRoy Downs.
Stamford Advocate—George Montgomery.
Torrington Register—John H. Thompson.
Waterbury Democrat—E. Vincent Maloney, Cornelius Maloney.
Waterbury Republican American—William Vosburgh, Walter Wood.

DISTRICT OF COLUMBIA

Washington News—Lowell Mellett
Washington Herald—George A. DeWitt.
Washington Times—Franklin G. Sartwall.

FLORIDA

Daytona Beach News Journal—Herbert M. Davidson.
Fort Pierce News-Tribune—H. B. Moore.
Gainesville Sun—Wm. Pepper, Sr.
Jacksonville Journal—Gold V. Sanders.
Key West Over Sea Sunday Star—Stephen Cochran Singleton.
Lakeland Ledger-Star Telegram—S. H. Farabee.
Marianna Times-Courier—G. M. Sheppard, E. G. Sheppard.
Miami Herald—F. B. Stoneman, J. Kenneth Ballinger, H. Bond Bliss.
Miami News—Truman Felt.
Ocala Star—R. N. Dosh.
Palm Beach News—Ruby Edna Pierce.
Panama City Herald—Chas. White.
St. Augustine Record—Nina Hawkins, Virginia Dubois.
St. Petersburg Independent—Lew B. Brown, H. C. Slichter.
St. Petersburg Times—W. L. Straub.
Sarasota Herald—George D. Lindsay.
Sebring American—Fred S. Jones.
Tampa Times—David E. Smiley.
Tampa Tribune—E. D. Lambright.
West Palm Beach Times-Post—Vernon L. Smith.

GEORGIA

Albany Herald—H. T. McIntosh.
Americus Times-Recorder—James R. Blair.
Athens Times—Lanius E. (Lon) Sullivan.
Atlanta Constitution—Francis W. Clarke.
Atlanta Georgian American—A. Brisbane.
Atlanta Journal—William Cole Jones.
Columbus Ledger-Enquirer—R. M. Page.
Griffin News—Dr. W. F. Melton
La Grange News—R. C. Swank.
Macon Telegraph-News—Eugene Anderson
Marietta Journal—Wm. L. Harris.
Savannah Press—W. G. Sutlive.
Tifton Gazette—J. G. Herring.

TERRITORY OF HAWAII

Honolulu Star-Bulletin—Riley H. Allen.

IDAHO

Boise Idaho Statesman—Irving Hart, H. H. Miller, Joe Wilson.
Blackfoot Daily Bulletin—Edna Gillespie, Agnes Just Reid.
Lewiston Tribune—A. L. Alford.
Moscow News Review—W. T. Marineau.
Twin Falls Evening Times—Juneau H. Shinn.

ILLINOIS

Belleville News-Democrat—Robert L. Kern, Dr. G. G. Bock.
Belvidere Republican—A. F. Conklin.
Cairo Citizen—H. F. Ulsh.
Bloomington Pantagraph—J. L. Hasbrouck.
Centralia Sentinel—Verne Joy.
Champaign-Urbana Courier—S. A. Tucker, David Felts, A. T. Burrows.
Chicago American—Raymond R. Knotts.
Chicago Calumet—Robert W. Worden.
Chicago Herald & Examiner—Paul Gilbert.
Chicago Journal of Commerce—William Long.
Chicago News—Paul Scott Mowrer.
Chicago Times—H. A. Love.
Chicago Tribune—Tiffany Blake.
Danville Commercial News—Jack Williams.
Decatur Herald & Review—S. A. Tucker, David Felts.
DeKalb Chronicle—F. W. Greenaway.
Du Quoin Call—A. W. Essick.
Evanston News-Index—C. D. MacDougall.
Freeport Journal-Standard—Donald L. Breed.
Galesburg Register-Mail—Fred R. Jelliff.
Harrisburg Register—Curtis G. Small, W. K. Turner, Casey Dempsey.
Joliet Herald News—L. F. Filson.
La Salle Post-Tribune—Preston F. Crandon, Curtis H. Clay.
Lincoln Courier—Brainerd C. Snider.
Macomb Journal—L. A. Randolph.
Mattoon Journal-Gazette—H. F. Kendall.
Marion Post—G. K. Casey.
Marion Republican—W. O. Paisley.
Moline Dispatch—M. W. Campbell.
Murphysboro Independent—J. E. Rockwell.
Ottawa Republican Times—L. M. Davis.
Pana Palladium—Winfield B. Jordan.
Peoria Star—H. M. Fuller.
Peoria Sunday Journal-Transcript—Frederick Arthur Stowe, James E. Tripp.
Quincy Herald Whig—Robt. Switzer.
Rock Island Argus—Frank E. Brandt, Roy A. Sears.
Robinson News—Kent V. Lewis.
Springfield State Register—Myron Henkel.
Waukegan News-Sun—E. J. Macklin.

INDIANA

Bedford Times—C. P. Butler.
Bicknell News— William D. Murray.
Bloomington World—Geo. W. Purcell.
Brazil Times—George H. James.
Clinton Clintorian—Harriet R. Pierce.
Columbia City Commercial-Post—Foster W. Riddick, J. D. Adams.
Elkhart Truth—Lester Winter.
Fort Wayne Journal-Gazette—Holman Hamilton.
Fort Wayne News-Sentinel—Wm. J. Gross.
Franklin Star—Raymond H. Sellers.
Goshen News-Times & Democrat—Roscoe C. Lehman.
Greenfield Reporter—D. B. Spencer.
Greensburg News—L. D. Braden, E. J. Hancock.
Hammond Times—P. A. Parry.
Huntington Herald Press—Howard Houghton.
Indianapolis News—Stephen C. Noland, Thos. Elrod, Adolph Schmuck.
Indianapolis Star—J. P. Edmison.
Indianapolis Times—McCready Huston.
Kokomo Tribune—Ed. M. Souder.
LaPorte Herald-Argus—Forbes Julian.
Michigan City Dispatch—J. E. McDonald.
New Albany Tribune—W. S. Montgomery, James E. Montgomery.
New Castle Courier Times—W. S. Chambers, A. C. Hiner.
Plymouth Pilot—Samuel E. Boys.
Princeton Clarion-News—Robert E. Lawrence.
Rushville Republican—Ira McIlwain.
Shelbyville Democrat—John D. De Prez.
South Bend News-Times—J. M. Stephenson, Paul Martin.
South Bend Tribune—Gerald Cosgrove.
Terre Haute Tribune & Star—Wm. F. Crosin, James Benham.
Vincennes Post—Emily A. Emison, Samuel M. Emison.
Wabash Plain Dealer—J. Edwin Purple.
Warsaw Times—Clinton Chalfant.

IOWA

Atlantic News-Telegraph—E. P. Chase.
Boone News Republican—S. G. Goldthwaite.
Burlington Hawk-eye Gazette—Thomas Green.
Cedar Falls Record—C. S. Coddington.
Cedar Rapids Gazette—Harry Boyd.
Cherokee Times—Justin Barry.
Council Bluffs Nonpareil—W. R. Orchard.
Dubuque Catholic Tribune—Charles N. Nennig.
Dubuque Telegraph-Herald—Duncan Cassidy.
Estherville News—Deemer Lee.
Fairfield Ledger—Dean Taylor.
Fort Madison Democrat—S. W. Mitchell.
Keokuk Daily Gate City—Walter Burton.
Marshalltown Times-Republican—F. A. Moscrip.
Nevada Journal—C. E. Armstrong.
Newton News—James R. Rhodes, E. J. Van Nostrand.
Oskaloosa Herald—Phil Hoffmann.
Ottumwa Courier—C. S. Johnston.
Shenandoah Sentinel—C. N. Marvin, W. D. Archie.
Sioux City Tribune—Eugene Kelly.
Spencer Reporter—Clifford Simals.
Washington Journal—Orville Elder.
Waterloo Courier—Merrill S. Gafney.
Webster City Freeman-Journal—W. F. Hunter.

KANSAS

Arkansas City Traveler—Arch Jarrell.
Caldwell Messenger & News—Harold A. Hammond.
Caney Chronicle—L. T. Perrill.
Chanute Tribune—C. W. Moody, Ernest W. Johnson.
Clay Center Dispatch—Ray Breitweiser.
Concordia Balde-Empire—Tom Kiene.
El Dorado Times—R. A. Clymer, J. P. Stratford, Maysel Archer, R. V. Taliaferro.
Emporia Gazette—William Allen White.
Fort Scott Tribune-Monitor—Geo. W. Marble, Jr.
Frankfort Index—H. H. Hartman.
Hutchinson News-Herald—John P. Harris, Witley Austin.
Kansas City Kansan—W. A. Daugherty.
Lawrence Journal-World—J. W. Murray.
Leavenworth Times—J. M. Mickey.
Manhattan Chronicle & Mercury—Fay N. Seaton, H. D. King.
Ottawa Herald—W. E. Gilliland.
Topeka Capital—Chas. H. Sessions, T. A. McNeal.
Wichita Beacon—R. E. Wilson .
Wichita Eagle—Victor Murdock, Lester Kimmel.
Winfield Courier—W. G. Anderson.

KENTUCKY

Danville Messenger—J. Curtis Alcock.
Lexington Leader—John G. Stoll.
Louisville Courier-Journal—Harrison Robertson, ed.
Louisville Herald Post—E. A. Jonas.
Louisville Times—Tom Wallace, ed.
Madisonville Messenger—Woodson Browning, Edgar Arnold.
Marysville Public Ledger—W. B. Mathews.
Middlesboro News—Robert L. Kincaid.
Paducah Sun-Democrat—Elliott C. Mitchell, Henry Ward, E. J. Paxton, Jr.
Richmond Register—Keen Johnson.
Winchester Sun—W. A. Beatty.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau, H. H. Mobley.
Baton Rouge State Times—Chas. P. Manship, I. B. Ogden, O. S. Muse.
New Orleans Item-Tribune—Leonard Hinton.

MAINE

Augusta Daily Kennebec Journal—Frank Manson.
Waterville Sentinel—F. W. Manson, C. A. Lewis.

MARYLAND

Baltimore Sun—John W. Owens, Hamilton Owens, Frederic Nelson, Francis F. Bierne, Charles M. Harwood, Adolphus D. Emmart, Mauritz A. Hallgren, Gerald W. Johnson, Philip M. Wagner, Clark S. Hobbs, R. P. Harriss.
Cumberland News—William L. Geppert, Harry S. Hayward.
Hagerstown Herald Mail—J. Harp, J. G. Hager.

MASSACHUSETTS

Attleboro Sun—C. D. Roberts, C. C. Cain, Jr.
Boston Christian Science Monitor—Donovan M. Richardson.
Fall River Herald News—Thomas A. McDonald, Clarence E. Bury.
Gardner News—Nason H. Arnold.
Greenfield Recorder-Gazette—Paul S. Walcott.
Haverhill Sunday Record—Lewis R. Horey.
Holyoke Transcript-Telegram—Mr. Arthur Ryan, Mrs. Minnie R. Dwight.
Lowell Courier-Citizen-Leader—Sidney R. Fleet, Philip S. Marden, Kent Knowlton, F. W. Coburn.
Lowell Sun—Thomas F. Costello, Thomas F. McSorley, Jr.
Lynn Evening Item—Harold E. Valpey.
Milford News—G. M. Richardson.
Quincy News—Robert F. Evans.
Wakefield Item—Harris M. Dolbeare.
Worcester Telegram—James F. Carroll, Willard Cooper, E. S. Chamberlayne, Myron M. Johnson, Leslie E. Moore.

MICHIGAN

Albion Recorder—W. S. Kennedy.
Battle Creek Enquirer & News—Hobart Chipman, Louis Fay.
Coldwater Reporter—Roy Newberry.
Detroit Free Press—Carlton S. Shier, Hamilton Butler.
Detroit News—Fred Gaertner, Jr., Wm. K. Kelsey.
Flint Journal—Willis Thorn.
Grand Haven Tribune—Almon W. McCall.
Grand Rapids Herald—Frank M. Sparks, John F. Wurz.
Hancock Evening Copper Journal—Roger M. Sullivan.
Lansing Journal—Glenn K. Stimson.
Muskegon Chronicle—Archie E. McCrea.
South Haven Tribune—H. S. Pringle.
Wyandotte News—James E. Ostrum.

MINNESOTA

Albert Lea Tribune—Burt May.
Crookston Times—Elwood Mills.
Duluth Herald News-Tribune—Wm. T. Thompson, Philo Brockway, Carl R. Costello.
Farimont Sentinel—Arthur M. Nelson.
Hibbing Tribune—R. W. Hitchcock.
Mankato Free Press—C. H. Russell.
Owatonna People Press—Geo. F. Darby.
Rochester Post-Bulletin—Clare W. Blakely.
St. Cloud Times-Journal—Alvah Eastman.
So. St. Paul Reporter—W. M. Fisk.
Willmar Tribune—Victor E. Lawson.
Winona Republican Herald—H. R. Wiecking.

MISSISSIPPI

Greenwood Commonwealth—Littleton Upshur.
Laurel Leader-Call—Mrs. Thos. M. Gibbons.
West Point Times-Leader—Edgar C. Harris.

MISSOURI

Boonville News—J. R. Adams.
Cameron News-Observer—B. B. Witt.
Chillicothe Constitution-Tribune—C. E. Watkins, Jerry Thistlethwaite.
Joplin Globe & News Herald—Phil. Colden.
Kansas City Star—Henry J. Haskell.
Marshall Democrat News—R. N. Haines.
Mexico Intelligencer—Miss M. R. Glandon.
Neosho Democrat—Jas. G. Anderson.
St. Joseph. New Press—C. L. Rutt, Arthur V. Burrowes, Frank Wickizer, Ada Lynn, Dean Wilde, Floyd Evans, Dow Mooney.
St. Louis Record—Lucius Morse.
St. Louis Globe-Democrat—Casper S. Yost.
St. Louis Star-Times—Irving Brant, Leon E. Reed.
Webb City Sentinel—Hal Wise, Jr.

MONTANA

Billings Gazette—Eugene MacKinnon.
Boxeman Chronicle—James F. Boyle.
Great Falls Tribune & Leader—H. R. Brooks.
Lewistown Democrat News—Tom Stout.
Whitefish Reminder—Frank H. Trippet.

NEBRASKA

Beatrice Sun—E. M. Marvin, Geo. Edson.
Columbus Telegram—Edgar Howard.
Lincoln Star—Jas. E. Lawrence.

NEVADA

Reno State Journal—F. W. McKechnie, Jr.
Tonopah Times—R. R. Germain.

NEW HAMPSHIRE

Concord Monitor Patriot—James M. Langley.

NEW JERSEY

Atlantic City Press Union—F. E. Crosdale, F. W. Sheffer.
Bayonne Times—Henry F. Auger.
Bridgeton News—W. E. Middleton .
Camden Courier-Post—Edwin Kemp.
Jersey City Journal—J. Albert Dear, Jr.
Millville Republican—Earl M. Wescoat.
Newark Sunday Call—W. S. Hunt, J. P. Logan, E. F. Bataille.
Newark News—Robert R. Lane, John Maynard, William Clark, Kenneth Lockwood, Louis Patterson, L. S. Garrison.
Newark Star-Eagle—James Kennedy.
Passaic Herald News—Wm. M. McBride, G. M. Hartt.
Paterson Morning Call—F. A. Friedrich.
Paterson News—Harry B. Haines.
Plainfield Courier-News—Norman Nairn.
Vineland Times—Max Leuchter.

NEW MEXICO

Clovis News-Journal—Jack Hull.
Gallup Independent—V. J. Jaeger.
Las Cruces News—Russell H. Siner.
Las Vegas Optic—H. W. Kane.
Portales News—J. G. Greaves.
Raton Range—Karl E. Kilby.

NEW YORK

Binghampton Sun—Walter J. Lyon.
Bronx Home News—Harry Goodwin.
Brooklyn Citizen—Solon Barbanell, Paul J. Brown.
Brooklyn Eagle—Cleveland Rodgers, Arthur M. Howe.
Buffalo Courier-Express—Fred M. McLennan, Frederick W. Kendall, Frank G. Hammond, Edmund J. Kiefer.
Buffalo Times—Fred Charles.
Canandaigua—Daily Messenger—Leon J. McCarthy
Catskill Daily Mail—H. E. Rockwell.
Flushing No. Shore Daily Journal—Hayes Trebor and Robert B. Patterson.
Freeport - Hempstead Nassau Review—Arthur L. Hodges.
Gloversville Leader Republican Herald—Frank L. Rogers.
Ithaca Journal—Harry G. Stutz, R. C. Rosenberry.
Jamaica Long Island Press—E. L. Stone, E. Farrell.
Lynbrook Nassau Star—Arthur L. Hodges.
Middletown Times Herald—Geo. L. Sears, William J. Embler.
Newburgh Beacon News—C. D. Myers.
New York American Banker—C. B. Axford, A. Bailly-Blanchard.
New York Herald Tribune—Geoffrey Parsons, Wm. M. Houghton, Walter Millis, Nicholas Roosevelt.
New York Il Progresso Italo Americano—I. C. Falbo.
New York Jewish Day—Dr. A. Coralnik.
New York Mirror—Arthur Brisbane.
New York Jewish Daily Forward—Abraham Cahan, H. Rogoff, H. Lieberman, B. Shub.
New York Post—I. Feinstein, S. Crafton.
New York Sun—Frank M. O'Brien.

(Continued on page 219)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 218*)

Chief and Other Editorial Writers—(Continued)

New York World-Telegram—Harold S. Pollard, Dan Williams, George Britt.
Nyack Rockland County Journal News—Walter E. Williams.
Ogdensburg Advance News—Henry Belgard.
Oneida Palladium-Times—J. M. Gill, C. T. Leighton.
Peekskill Star—E. Joe Albertson.
Plattsburg Press—Thos. H. Weldon.
Poughkeepsie Eagle News—William E. Seely.
Poughkeepsie Star & Enterprise—Richard E. Coon, Jr.
Poughkeepsie Sunday Courier—Walsh, Leach, Murray.
Rochester Democrat and Chronicle—A. C. Ross.
Rochester Times-Union—Ralph P. Webster, Paul Benton.
Rome Sentinel—John A. Scott.
Salamanca Republican - Press—Matthew Weber, John L. F. King.
Schenectady Gazette—Dudley T. Hill, Ralph Turner.
Schenectady Union Star—Philip H. Wertz, Walter H. Main.
Staten Island Advance—Kurt V. Hoffman.
Syracuse Herald—Dr. John B. Howe, Fred Betts.
Syracuse Journal American—H. D. Burrill, A. D. Theobald.
Troy Observer-Budget—Frank M. Collins, E. R. Collins.
Troy Record—Dwight Marvin.
Utica Observer-Dispatch—W. W. Canfield.
Utica Press—Hugh Hughes.
Watertown Times—Harold B. Johnson, Harry F. Landon, Clarence J. Webster, Beulah Rector.
White Plains Reporter—Walter V. Hogan, Wm. O'Donnovan.

NORTH CAROLINA

Hendersonville Times-News—J. T. Fain.
Burlington Times-News—R. M. Hodges.
Charlotte News—J. E. Dowd.
Fayetteville Observer—R. I. Gray, Jr.
Gastonia Gazette—H. A. Query.
High Point Enterprise—E. B. Stone, Holt McPherson.
New Bern Sun-Journal—T. M. Diggs.
Rocky Mountain Telegram—Vernon S. Secriest.
Washington News—M. F. McEvoy.
Wilson Times—J. D. Gold.
Winston-Salem Journal and Twin City Sentinel—Santford Martin and H. Clay Ferrel.

NORTH DAKOTA

Bismarck Tribune—Kenneth W. Simons.
Williston Herald—J. H. Munroe.

OHIO

Akron Beacon Journal—Edward S. Harter, H. C. Atkinson.
Akron Times Press—Walter Morrow, Don Strouse.
Ashtabula Star-Record—E. L. Bowman, J. J. Mundy.
Bowling Green Tribune—S. A. Canery.
Bucyrus Telegraph-Forum—Rowland R. Peters.
Canton Repository—Darrell Mansell.
Cincinnati Post—Carl D. Groat, Geo. Bidinger.
Cincinnati Times Star—H. Taft, H. Taft, Jr., Jos. Sagmeister.
Cleveland Plain Dealer—Archer H. Shaw, Russell Weisman, Russell Herrick, W. C. Howells, Spencer Irwin.
Cleveland Press—A. T. Burch.
Columbus Citizen—Warren Pierce.
Columbus Dispatch—H. Preston Wolfe, Larry R. Connor, Adrian Fuller, Norman R. Imrie.
Covington Stillwater Valley News—H. C. Marlin.
Dayton Herald—Earl Eastwood, W. R. Harley.
Dayton Journal—D. E. Young, James Long.
Dayton News—Walter Locke.
Defiance Crescent-News—Ralph W. Peters.
Delaware Gazette—W. D. Thomson.
Elyria Chronicle-Telegram—J. Clare George.
Fostoria Review—F. M. Hopkins.
Fostoria Times—Stanton Carle.
Fremont Messenger—Wm. F. Hedrick.
Gallion Inquirer—W. V. Goshorn.
Hamilton Journal News—G. A. Leiter.
Lancaster Gazette—C. J. Beach, Richard Kattor.
Lima, Ohio, News—Earl R. Leach.
Lorain Journal Times-Herald—Frank Maloy.
Marietta Times—Frank B. McKinney.
Marion Star—Harry S. Elliott.
Middletown Journal—Wayne Adams.
Mount Vernon Republican News-Daily Banner—J. E. Devalon.
Newark Advocate—Miss Emma Spencer.
Painesville Telegraph—H. E. Johnson.
Palestine Leader—C. L. Merwin.
Piqua Call—C. P. Ridenour.
Pomeroy Daily Tribune—Ca. A. Schaefer.
Ravenna Evening Record-Tribune—A. V. Dix.
Sandusky Daily News—Russell H. Hopkins.
Tiffin Advertiser-Tribune Co.—John H. Thompson.
Toledo Blade—Lucas J. Beecher—F. M. Warwick.
Toledo News-Bee—Charles Lucey.
Toledo Times—Dan Palmer.
Urbana Citizen—Herman E. Harner.
Warren Tribune Chronicle—Elizabeth J. Hauser.
Wilmington Daily News-Journal—W. J. Galvin.
Zanesville Times Recorder & Signal—C. E. Granger.

OKLAHOMA

Ardmore Ardmoreite—John Easley, J. H. Snyder.
Alva Record—R. F. Cayce.
Bartlesville Enterprise—E. L. Cartlidge.
Bartlesville Examiner—N. D. Welty, Newell G. Welty.
Blackwell Journal—W. F. Bickford.
Bristow Record—L. M. Nichols, H. T. Chambers.
Duncan Banner—B. L. Abernethy.
El Reno Tribune—Roy J. Dyer.
Cuymon Panhandle Herald—Giles E. Miller.
Holdenville News—Tom R. Phillips.
Holdenville Tribune—L. L. Clawson.
Lawton Constitution—Ned Shepler.
Mangum Star—L. J. Miner.
Norman Transcript—Fred E. Tarman.
Oklahoma News—R. T. Fredericks.
Oklahoma Oklahoman—Luther Harrison, H. L. Mueller.
Perry Journal—W. K. Leatherock.
Pawhuska Journal Capital—H. G. Funkhauser.
Ponca City News—Clyde E. Muchmore.
Sapula Herald—Richard Caldwell.
Seminole Producer—James T. Jackson.
Seminole Reporter—John M. Virden.
Shawnee News and Star—Jack Spencer.
Tulsa Tribune—Richard Lloyd Jones, Robert J. Lambert.
Tulsa Daily World—N. G. Henthorne, Marshall Smith.
Wewoka Times Democrat—Robert V. Peterson.
Woodward Press—C. Paden.

OREGON

Albany Democrat Herald—W. C. Eakin, Walter Coover.
Bend Bulletin—Robert W. Saywer.
Grants Pass Courier—Earle E. Voorhies.
Klamath Falls News-Herald—Frank Jenkins.
Medford Mail Tribune—Robt. W. Ruhl.
Pendleton E. Oregonian—J. W. Forrester, Elsie Dickson.
Portland Oregon Journal—B. F. Irvine.
Portland Oregonian—Phillip H. Parrish, Ben Hur Lampman.
Roseburg News-Review—Harris Ellsworth.
Salem Oregon Statesman—C. A. Sprague.
The Dalles Chronicle—K. L. Hicks.

PENNSYLVANIA

Ardmore Main Line Times—Geo. Walker.
Beaver Times—E. L. Frieland.
Bradford Era—David B. Rupley, Marion Milliron, C. G. Milligan.
Bradford Star Record—R. P. Habgood.
Brownsville Telegraph—E. J. Tilton.
Connellsville Courier—W. S. Stimmel.
Erie Times—John J. Mead, Jr.
Greenville Record-Argus—John L. Morrison.
Harrisburg Telegraph—E. J. Stackpole.
Johnstown Democrat—H. G. Andrews
Johnstown Tribune—Harry Hesselbein, W. W. Krebs.
Lock Haven Express—Mrs. C. E. Richens.
Meadville Tribune Republican—Robert S. Bates.
McKeesport News—D. P. Hutchison.
Oil City Derrick—John O'Donnell, Paul Young.
Philadelphia Record—Arthur D. Pierce, Max Ways, Lawrence Flick, city; James Gants, sports.
Pittsburgh Post-Gazette—Wm. T. Martin, Edward N. Teall.
Pittsburgh Press—Guy V. Miller.
Pottstown Herald—R. C. Kelley.
Pottstown Mercury News—Paul L. Diefenderfer.
Pottsville Journal—H. I. Silliman, David E. Yocum.
Pottsville Republican—H. C. Hoffman.
Punxsutawney Spirit—P. L. Smith.
St. Mary's Press—H. T. O'Brien.
Scranton Republican—William J. Robertson.
Sharon Herald—J. Shatto, J. A. Harshaman.
Somerset Herald—Henry B. Reilly.
Stroudsburg Record—W. P. Deering.
Tamaqua Courier—J. M. Harris.
Towanda Review—Hulett M. Turner.
Tyrone Herald—B. C. Jones.
Uniontown Herald—J. Fred Shean.
Wilkes-Barre Sunday Independent—T. F. and J. V. Heffernan.
Wilkes-Barre Times Leader—W. E. Woodruff, Victor Burr.
York Gazette and Daily—J. W. Gitt.

RHODE ISLAND

Newport Herald—L. K. Carr.
Pawtucket Times—Daniel J. Lawlor.
Woonsocket Call—Arthur H. Crowell.

SOUTH CAROLINA

Greenville News—J. E. Brunson.
Greenwood Index-Journal—H. L. Watson.
Spartanburg Herald Journal—J. F. Crook, P. H. Fike.

SOUTH DAKOTA

Aberdeen American News—Glenn E. Martz.
Pierre Capital Journal—J. E. Hipple.
Sioux Falls Argus-Leader—Fred Christopherson.
Rapid City Journal—Abner K. Brown.
Watertown Public Opinion—Geo. B. Elliott.

TENNESSEE

Chattanooga News—Geo. F. Milton, A. D. Mynders.
Chattanooga Times—Hunt Clement, Jr., Julia Collier Harris.
Columbia Herald—J. W. Finney.
Jackson Sun—C. Harris Brown.
Johnson City Press—R. C. Hodge.
Knoxville Journal—R. H. Clagett.
Memphis Commercial Appeal—W. C. Teague, Thomas Fauntleroy.
Memphis Press Scimitar—R. H. Millett.
Nashville Banner—Geo. H. Armistead.

TEXAS

Abilene Reporter—Frank Grimes.
Austin Statesman—Hugh Nugent Fitzgerald.
Big Spring Herald—Robert Whipkey.
Borger Herald—W. A. Sercomb.
Brownwood Bulletin—Jas. C. White.
Brayan Eagle—James Whaley.
Dallas News-Journal—Dr. J. Q. Dealey, W. B. Ruggles, Wayne Gard, Lynn Landrum, Stuart McGregor, DeWitt McMurray.
Dallas Times-Herald—Tom C. Cooch, B. C. Jefferson.
Eastland Telegram—Hugh Nugent Fitzgerald.
El Paso Times—H. S. Hunter.
Galveston News—E. L. Wall, A. F. Sanders.
Goose Creek Sun—W. L. Pendergraft.
Hillsboro Mirror—J. G. Butts
Houston Post—H. L. Millis.
Kilgore News—Tom E. Foster.
Longview Journal and News—Carl L. Estes.
Lubbock Avalanche Journal—Chas. A. Guy.
Lufkin News—Jack C. McDermott, C. S. Boylen, Jr.
Mexia News—B. H. Broiles.
Palestine Herald—W. M. Hamilton.
Ranger Times—W. H. Mayes, Jr.
San Marcos News—Walter Buckner.
Sulphur Springs News-Telegram—John S. Bagwell.
Temple Daily Telegram—Wm. R. Humphrey.

UTAH

Ogden Standard-Examiner—Frank Francis.

VERMONT

Brattleboro Reformer—H. C. Rice, V. L. Morse.
Rutland Herald—M. D. Greene.

VIRGINIA

Charlottesville Progress—John Lay.
Covington Virginian—Richard F. Beirne.
New Port News Press—L. T. Jester, W. M. Harrison, Raymond B. Bottom.
Norfolk Ledger Dispatch—Douglas Gordon, Jos. A. Leslie.
Pulaski Southwest Times—H. R. Imboden.
Richmond News Leader—Dr. Douglas S. Freeman.
Richmond Times-Dispatch—Virginius Dabney.
Roanoke Times—H. P. Chapman, Wm. B. Smith.
Suffolk News-Herald—W. C. Johnston.
Waynesboro News-Virginian—Louis Spilman.
Winchester Star— H. F. Byrd, Jr.

WASHINGTON

Centralia Chronicle—H. L. Bras.
Ellensburg Record—J. C. Kaynor.
Everett News—Herbert M. Peet.
Kelso Kelsonian-Tribune—Frank M. Dallam.
Longview News—J. M. McClelland, Paul Sexton, Hector Fox.
Olympia Olympian—H. M. Lane.
Port Angeles News—Wm. D. Welsh.
Seattle Journal of Commerce—M. W. Bean.
Spokane Press—E. W. Jorgenson, E. W. Scripps, J. G. Scripps, Jim Marshall.
Tacoma News Tribune—Charles B. Welch.
Vancouver Columbian—Herbert J. Campbell, Ray Bachman.
Walla Walla Bulletin—H. Sherman Mitchell.
Walla Walla Union—R. W. Fisher, Roland Miller.
Wenatchee Sun—R. H. Maus, Wilbur Granberg.
Yakima Herald—Paul Neill.
Yakima Republic—W. W. Robertson.

WEST VIRGINIA

Charleston Gazette—W. E. Chilton, Jr.
Fairmont West Virginian—L. G. Boggs.
Crafton Sentinel—H. H. Holt, J. F. Holt, J. S. Palmer.
Hinton News—J. E. Faulconer.
Logan Banner—Tom Parker Junkin.
Martinsburg Journal—G. C. McKown, H. C. Ogden.
Point Pleasant Register—W. Cleveland Bowie.
Williamson News—H. G. Clarke.

WISCONSIN

Appleton Post-Crescent—V. I. Minahan.
Beloit News—Mason H. Dobson.
Fond du Lac Commonwealth Reporter—Chas. F. Coffman.
Janesville Gazette—Stephen Bolles.
Kenosha News—Ernest F. Marlatt.
Madison Capital Times—William T. Evjue.
Madison Wisconsin State Journal—A. M. Brayton, Mark R. Byers, Winter Everett.
Manitowoc Herald-Times—R. T. Bayne.
Marinette Eagle-Star—Frank E. Noyes.
Milwaukee Journal—J. D. Ferguson, F. H. Olds, D. W. Swigget, F. W. Luening, W. C. Conrad.
Milwaukee Leader—John M. Work.
Milwaukee News—Oliver E. Remey.
Milwaukee Sentinel—Geo. F. Lounsbury.
Rhinelander News—Clifford G. Ferris.
Superior Telegram—Cordon MacQuarrie.
Two Rivers Reporters—Mark R. Byers.
Waukesha Freeman—Henry A. Youmans.
Wausau Record-Herald—John G. Sanders.
Wisconsin Rapids Tribune—W. F. Huffman, C. E. Otto.

WYOMING

Casper Tribune Herad—R. E. Evans.
Gillette American-Journal—Harmon C. Rice.

PUERTO RICO

San Juan El Imparcial—Antonio Ayuso, Sergio Romanacce.
San Juan La Correspondencia de Puerto Rico, F. M. Zeno.

CANADA

ALBERTA

Calgary Herald—R. S. Somerville.
Edmonton Bulletin—John Howey.
Edmonton Journal—A. B. Watt, J. D. Craig.

BRITISH COLUMBIA

Nanaimo Free Press—B. H. E. Goult.
Nelson News—F. F. Payne.
New Westminster British Columbian—J. D. Taylor.
Vancouver Sun—Harold Leslie Weir.
Victoria Colonist—Charles Swayne, R. B. Dunn, B. A. McKelvie.

MANITOBA

Winnepeg Free Press—T. B. Roberton.
Winnipeg Tribune—Randolph Patton.

NEW BRUNSWICK

Moncton Times—Geo. W. Maddison.

NOVA SCOTIA

Glace Bay Gazette—Joseph MacDonald.
Halifax Herald & Mail—E. E. Kelley, R. J. Rankin.
New Glasgow News—J. W. H. Sutherland.
Sydney Post-Record—H. P. Duchemin.

(*Continued on page 220*)

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OF TODAY

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JAIL PARADE — A study of the vagrant problem, by *Joseph Fulling Fishman* and *Vee Terrys Perlman.*

EVOLUTION BY X RAYS — by *Donald C. Peattie.*

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PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued on page 219*)

Chief and Other Editorial Writers—(Continued)

ONTARIO

Belleville Intelligencer—F. W. Rathman.
Guelph Mercury—A. M. Macallister.
Hamilton Herald—J. L. Burton Lewis, D'Arcy Marsh.
Kitchener Record—W. J. Motz, Herbert Helm.
London Free Press—E. A. Spence.
Ottawa Citizen—C. A. Bowman.
Ottawa Journal—E. Norman Smith, M. Gratton O'Leary, V. M. Kipp, I. Norman Smith.
St. Catherines Standard—H. L. Walsh.
Sarnia Canadian Observer—H. M. Huestón, A. W. Tennant.
Toronto Globe—H. W. Anderson.
Toronto Mail & Empire—F. D. L. Smith, John A. Maclean.
Toronto Star—Joseph T. Clark, Geo. H. Maitland and Wm. R. Plewman.
Toronto Telegram—R. McEvoy.
Windsor Star—Ellison Young, W. L. Clark.
Woodstock Sentinel Review—W. E. Elliott.

QUEBEC

Montreal Gazette—Paul Bilkey, Wm. Headley.
Montreal Le Canada—Ed. Turcotte, P. Boucher, H. Girard.
Montreal Le Devoir—Omer Heroux, Georges Pelletier.
Montreal La Patrie—J. A. Gauthier, Leon Gray.
Montreal L'Illustration—Joseph Bourdon.
Montreal Standard—H. F. Gadsby.
Montreal Star—A. R. Carman, S. Morgan-Powell, E. J. Archibald, J. Bird.
Quebec L'Action Catholique—Dr. Jules Dorion, Dr. Philippe Roy, Eugene L'Heureux.
Quebec Le Soleil—Jos. E. Barnard.

SASKATCHEWAN

Moose Jaw Times Herald—Thomas Miller.
Regina Leader Post—D. B. MacRae, M. B. Cody.
Saskatoon Star-Phoenix—J. S. Woodward, W. Clark.

COLUMNISTS

ALABAMA

Birmingham News Age-Herald — John Temple Graves, 3d; Henry Vance, Ralph Hurst, Andy Smith.
Dothan Eagle—W. C. Batchelor.
Mobile Press & Register—H. P. Ewald, M. O. Beale, Mobile Scrivener, Mobile Bay, Elements.
Montgomery Advertiser—Atticus Mullins.
Selma Times-Journal—C. C. Seay, O. S. Wynn.

ARIZONA

Prescott Courier & Journal—Tino Lopez.

ARKANSAS

Blytheville Courier News—Graham Sudbury, sports column.
Fayetteville Democrat—W. J. Lemke.
Pine Bluff Graphic—Louise Hartley Wassell.

CALIFORNIA

Alameda Times Star—Elsie Roemer.
Calexico Chronicle—Kenneth Pulver.
Eureka Humboldt Standard—J. D. O'Dell.
Glendale News-Press—James Samuel Lacy, Estelle Lawton Lindsey.
Grass Valley Union—E. G. Kinyon.
Hollywood Citizen-News—Morton Thompson, Dallas MacDonnell, Eddie Martin.
Los Angeles Post-Record—Gene Coughlin, Clary Settel, George Lewis.
Los Angeles Times—Lee Shippey, Read Kendall, Marshall Kester.
Marysville Appeal-Democrat—Lou Eichler, E. C. Brownlee.
Merced Sun-Star—Corwin Radcliffe.
Napa Journal—J. T. Ritch.
Oceanside Blade-Tribune—Robert Fell, Frederick William Pettit.
Oroville Mercury Register—Wallace Kunkel.
Oxnard Courier—Caryl Krouser, Harold Matthews.
Palo Alto Times—Dallas Wood.
Placerville Republican—V. E. Allen.
Redwood City Tribune—Dallas Wood.
Sacramento Union—Chas. J. Lilley, Kirtley MacBride.
San Bernardino Sun-Telegram—R. C. Harrison, A. J. Brown.
San Diego Sun—L. E. Claypool, Nelson Fisher.
San Diego Tribune—Tom Akers, Bill Adair, Logan E. Ruggles.
San Diego Union—William Wright, Henry Love, Forrest Warren, Ted Steinmann, Monroe McConnel.
San Francisco Chronicle—Earle Ennis, Earl C. Behrens, Maureen O'Brien, Chester H. Rowell, Bill Leiser, Ed. R. Hughes, Prescott Sullivan, Jack Densham.
San Francisco Examiner—Mrs. W. B. Bonfils, Mary Ruth Hahlbeck, Eve Lownsberry, J. P. Cuenin, Annie Laurie, Babette, Prudence Penny, Rod and Gun.
San Francisco News—Arthur Caylor, John D. Barry.
San Jose News—Jack Wright, man. ed.; Stanley Waldorf, city ed.
Santa Cruz News—Leon Rowland, James P. Leonard, Ben Black.
Stockton Record—Irving Martin, Jr.
Ventura Free Press—Betty Clancy, Bohn Featherstone.
Wilmington Press—C. P. Roberts, C. A. Roberts.
Woodland Democrat—Mrs. Florence McGehee, Clifton Frisbie.

COLORADO

Colorado Springs Gazette & Telegraph—L. W. Cunningham.
Denver Rocky Mountain News—Lee Taylor Casey.
Fort Collins Express-Courier—James R. Miller, Stanley A. Curtis, Pat Hurley, James A. McCain.
Grand Junction Sentinel—Al Look.
Greeley Tribune—Harry Heinecke.
Lamar News—Robert Allen, Drew Pearson.
Montrose Press—W. F. Wilcox.

CONNECTICUT

Bridgeport Sunday Herald—H. I. Comstock, Harry Neigher, F. Wooding, Alex Gagliardi, A. Marzik, C. Cronan, D. Abbott, L. Harris, A. Sullivan, W. Kiernan, Leo Miller.
Bristol Press—Charles M. McCarthy, Miss Katherine McHugh.
Greenwich Press—Margery Reid, Marion Leland, Walter B. Stoddard, Alden W. Smith.
Hartford Times—F. P. Latimer, George Bragdon.
Manchester Herald—Richard Martin.
New Haven Register—F. H. Smith.
New London Day—Theodore Bodenwein.
Norwalk Hour—Willard Williams.
Norwalk Sentinel—Roger Doulens.
Torrington Register — David Lawrence, Frank Kent.
Waterbury Democrat — George Dillon, James William Fitzpatrick.

DISTRICT OF COLUMBIA

Washington Herald — Arthur Brisbane, Damon Runyon, Walter Winchell, Bruno Lessing, George Riley.
Washington News—Ernie Pyle, Bob McCormick.
Washington Star — Constantine Brown, Philander Johnson, G. Gould Lincoln, Wm. P. Kennedy.
Washington Times—John Snure, Helen Essary, James T. Williams, Jr.

FLORIDA

Daytona Beach News Journal—I. Sparky Kennon, Neil Pooser.
Fort Pierce News-Tribune—Arthur Dunn.
Marianna Times-Courier—Ted Bryan, Red Kerce.
Miami Herald—Hugh Hough, Edgar L. Hay, Miss Jefferson Bell.
St. Petersburg Independent—A. R. Dunlap, H. C. Slichter, Keyes Beech.
Sebring American—Frank S. Jones.
Tampa Times—John Watts.
Tampa Tribune—P. E. Barney.
West Palm Beach Post & Times—Vernon L. Smith, Emilie C. Keyes, Al McMillan.

GEORGIA

Americus Times-Recorder—Raymond Duncan.
Athens Times—Arthur Dunn, Merriman Smith, Logan Clendening.
Atlanta Constitution—Ralph McGill.
Atlanta Georgian-American—Tarlton Collier, Dudley Glass.
Atlanta Journal—Ralph Smith, Harry Stillwell Edwards, Dean Raimundo de Ovies, O. B. Keeler.
Columbus Ledger-Enquirer—J. R. Fitzpatrick.
Griffin News—Quimby Melton.
La Grange News—John E. Minter, Jr.
Macon Telegraph & News—J. D. Spencer, Ken Kimbel.
Marietta Journal—Mrs. Ruby Giles, Mrs. W. L. Harris.

TERRITORY OF HAWAII

Honolulu Star Bulletin—Dr. A. W. Slaten, Vern Hinkley, Howard D. Case, Don Watson, sports; Loui Leong Hop.

IDAHO

Boise Idaho Statesman—H. H. Miller.
Idaho Falls Post-Register—E. F. McDermott, Mrs. H. L. Phillips.
Lewiston Tribune—Paul E. Jones, Floyd L. Smith, Mrs. R. E. Hanrahan.
Moscow News Review—W. M. Greene, Porter Ward.
Moscow Star-Mirror—Clyde Luce.
Twin Falls Idaho Times—J. H. Mullen, R. S. Tofflemire.

ILLINOIS

Belleville News Democrat—Henrietta B. Schrode.
Belvidere Republican—L. T. McCleneghan.
Bloomington Pantagraph—Stanley Bishop, Mrs. E. B. Brindley, A. J. Bill, J. L. Hasbrouck.
Champaign-Urbana Courier—S. A. Tucker, David Felts.
Chicago Herald & Examiner—Susan Tracy, Joseph Huddleston, Ulmer Turner, Warren Brown, O. M. Smucker.
Chicago Journal of Commerce—J. W. Johnson.
Chicago News—Howard Vincent O'Brien.
Chicago Times—Gail Borden, Dr. Frederick E. Balmer, Martha Reynolds.
Chicago Tribune—Richard Henry Little, Harvey T. Woodruff, June Provines.
Danville Commercial-News—Top Wright, Robert Poisall.
Decatur Herald & Review—S. A. Tucker, David Felts.
Du Quoin News—Charles E. Flynn.
Galesburg Register-Mail—Casey Jones.
Harrisburg Register—Morris E. Seright.
LaSalle Post-Tribune—M. J. Bender.
Marion Post—Helen C. Skaggs.
Marion Republican—Homer M. Butler.
Moline Dispatch—Vernon Hazelin, Kenneth Smith, Russell Gingles.
Murphysboro Independent—J. E. Rockwell.
Ottawa Republican-Times—L. M. Davis.
Peoria Star—C. H. Gamble, F. R. (Bill) Oakley.
Quincy Herald-Whig—Elizabeth Wilson, C. F. Eichenauer.
Robinson News—George H. McCarty.
Rock Island Argus—Julian W. Ramsey.
Waukegan News-Sun—George G. Crawford, J. F. Levandusky, Frank H. Parcells.
West Frankfort American—W. Henson Purcell.

INDIANA

Bicknell News—Maynard Lemen.
Columbia City Commercial Mail & Post—Edwin Meitzler.
Fort Wayne News-Sentinel—C. A. Ward.
Franklin Star—Raymond H. Sellers.
Goshen News-Times & Democrat—William Mozley, Dale C. Pefley.
Greenfield Reporter—D. B. Spencer.
Hammond Times—John Whitaker, K. G. Oberlin.
Indianapolis News—Thos. Elrod, Wm. Herschell.
Indianapolis Times—McCready Huston.
Kokomo Tribune—Dow Richardson.
LaPorte Herald-Argus—Robert Coffeen, Esther H. Waters, Tom Clecka, Cy Parker.
Lebanon Reporter—Alva H. Wynkoop.
Michigan City Dispatch—John Gleason.
Mount Vernon Democrat—Louise Ashworth Baldwin.
Rushville Republican—Wilber L. Kendall.
Shelbyville Democrat—Wray E. Fleming, Ray D. Everson.
Wabash Plain Dealer—Katherine Ramsey, James Neighbours.
Warsaw Times—Mush Warner.

IOWA

Cedar Falls Record—Wm. Deverin.
Cedar Rapids Gazette—Verne Marshall.
Cherokee Times—P. H. Caswell.
Davenport Tri City Star—Wm. Conway, Bill Bryson.
Des Moines Register & Tribune—Harlan S. Miller, Elizabeth Clarkson Zwart.
Estherville News—F. H. Olson.
Fairfield Ledger—H. P. Hornish.
Iowa City Iowan—J. Curwell, Arthur Snider.
Keokuk Gate City—Dale E. Carrell, Douglas Lamont.
Marshalltown Times-Republican — P. G. Norris, Don Hoopes.
Newton News—E. J. Van Nostrand.
Spencer Reporter—Chester Billings.
Washington Journal—Dave Elder.
Webster City Freeman-Journal—George C. Tucker.

KANSAS

Abilene Chronicle—Hannah Merrill.
Arkansas City Traveler—Arch Jarrell.
Caldwell Messenger & News—Ralph Van Camp.
Chanute Tribune—John P. Harris, Dorothy Greve.
Clay Center Dispatch—Harold Dwyer, Don Brice.
Concordia Blade-Empire—Marion Eliet, Tom Kiene.
El Dorado Times—R. A. Clymer, J. P. Stratford, Maysel Archer, R. Y. Taliaferro.
Fort Scott Tribune-Monitor—K. K. Friedel.
Frankfort Index—James Reed, A. P. Hartman.
Hutchinson News & Herald—John P. Harris, E. L. May, L. W. Freeman, Martha Combs.
Kansas City Kansan—Austin Neal.
Lawrence Journal-World—Robert Busby, Earl Potter.
Leavenworth Times—Bide Dudley.
Manhattan Chronicle & Mercury—Geo. A. Vanneberg.
Ottawa Herald—J. P. Harris.
Topeka Capital—Zula B. Greene, E. E. Kelley, Chas. H. Sessions.
Winfield Courier—Harry L. Hart, C. J. Whitson, Charles O. Booth.

KENTUCKY

Corbin Tribune & Times—Robt. E. Cummins, J. L. Crawford.
Covington Kentucky Post—John E. Murphy, G. W. Kingsbury, William Hagedorn.
Danville Kentucky Advocate — Vernon Richardson.
Danville Messenger—W. Chauncey Alcock.
Lexington Leader—J. S. Jordan.
Louisville Herald-Post — E. A. Jonas, James J. Hart, Molly Clowes.
Louisville Times—Harry Bloom, George Bingham, Walter Kiser.
Middlesboro News—Robert L. Kincaid, Julian Howard.
Paducah Sun-Democrat — Henry Ward, Sam Livingston, Fred Neuman, Mary Lanier Magruder.

LOUISIANA

New Orleans Item-Tribune—William Wiegand, Mel Washburn.

MAINE

Biddeford Journal—Everard J. Gove, Leo Joncas.
Waterville Sentinel—E. D. Talberth, C. A. Lewis, Eugene Letourneau.

MARYLAND

Baltimore Morning Sun—Frank R. Kent, Sr., Folger McKinsey.
Baltimore Evening Sun—Francis F. Bierno, Frances Shattuck Nyburg.
Cumberland News—Harry S. Hayward.

MASSACHUSETTS

Attleboro Sun—Susanne Sawyer, C. S. Sherman.
Boston Christian Science Monitor—Rufus Steele.
Fall River Herald News—Thomas K. Brindley, Hugh J. Golden.
Haverhill Sunday Record — John E. Maguire.
Holyoke Transcript Telegram — Arthur Ryan, Michael F. O'Connor.
Lowell Courier-Citizen & Leader—Charles E. Gallagher.
Lowell Sun—John Kenney, Cecil Dodge, Georgianna S. Paquette, Ann Donoghue.
Milford News—Jake Broudy.
Wakefield Item—R. E. Porter.
Worcester Post—William J. Larkin, Edward W. Scannell.

MICHIGAN

Albion Recorder—Mark H. Fall.
Battle Creek Enquirer & News—Kate Titus, Hobart Chipman.
Detroit Free Press—Malcolm W. Bingay, W. W. Edgar, Edgar A. Guest, Grace Wilcox Dietz.
Lansing State Journal—Earle R. Pitt.
Muskegon Chronicle—C. D. McNamee.

MINNESOTA

Albert Lea Tribune—Burt May.
Crookston Times—Don Mack.
Duluth Herald & News-Tribune—Philo Brockway.
Fairmont Sentinel—Claude N. Swanson, Susan B. Eisle, Archie L. Dundas, Lawrence Doolittle.
Hibbing Tribune—R. W. Hitchcock.
Mankato Free Press—C. H. Russell.
Minneapolis Star—Cedric Adams.
Willmar Tribune—O. B. Augustson.
Winona Republican-Herald—H. G. Hynes.

MISSISSIPPI

Clarksdale Register—Johanna Serio, John B. Howse.
West Point Times Leader—E. L. Harris.

MISSOURI

Kansas City Journal-Post—Lowell Lawrence, John Cameron Swayze.
Kansas City Star—Clad Thompson, Landon Laird, D. L. Hartley.
Moberly Monitor-Index—Goetze Jeter.
St. Joseph News-Press & Gazette—C. L. Rutt, A. P. Marlin.
St. Louis Globe-Democrat—W. H. James, F. H. Collier.
St. Louis Record—Lucius Morse.
St. Louis Star-Times—Sid C. Keener, Chas. H. Crouse, K. G. Bellairs.

MONTANA

Lewistown Democrat-News—E. G. Irvine.
Whitefish Reminder—Dwight Millegan.

NEBRASKA

Omaha World-Herald—G. S. Williams, Eva Mahoney.

NEVADA

Reno State Journal—Nick Bourne.

NEW HAMPSHIRE

Concord Monitor Patriot—Harlan C. Pearson, Melham Nasser.

NEW JERSEY

Atlantic City Press-Union—Charlotte Johnson, Harry Finley, Wm. Floyd.
Bayonne Times—Ellis Shapiro, Samuel Kaufman.
Bridgeton News—Ralph Brandt.
Camden Courier-Post—James M. O'Neill, Charles L. Humes, John F. Fitzgerald.
Jersey City Journal—C. J. Ingram.
Millville Republican—D. T. Gifford.
Morristown Record—Ralph Bugli, Fred Crane.
Newark Sunday Call—Edward Sothern Hipp, G. A. Falzer, E. B. Berlinger, Robert Moore, Franklin Conklin, M. Josephine Lawrence, Robert Ring.
Newark News—Howard Freeman, Lee Elliott, Willie Ratner, Harry Nash, Fred Bendel (sport cols.), Mary Stow, Mrs. Edna A. Teal, Kathleen Martin (feature dept. cols.).
Newark Star-Eagle—Murray Robinson on sports.
Passaic Herald-News—Edward J. Reardon, Carl Ek, Saul Bolton Schwartz, Jr., George H. Talbott, Freeman Kilborne.
Paterson News—Joe Grotter, Robert Haines Levine.
Vineland Journal—Gordon J. Hart, Raymond D. Gate, Dick Beecroft.
Vineland Times—Max Leuchter, William J. Mulligan, Carlo Sardella.

NEW MEXICO

Clovis News-Journal—Kathryn Stanton.
Gallup Independent—A. E. Folsbie, O. N. Sabin, W. M. Harrison.
Las Vegas Optic—Walter Vivian.
Tucumcari News—Pauline D. Sartain, Paul Dodge.

NEW YORK

Albany Knickerbocker-Press—William R. Haskell.
Amsterdam Recorder & Democrat—Hugh P. Donlon.
Binghamton Sun—Dor Smith, William D. Ayres (sports).
Brooklyn Citizen—Michael March.
Brooklyn Eagle—Helen Worth, Chester King, Marie Craig, Dr. Louis Berg, Howard Barclay, Maxwell Hamilton, Arthur Pollock, Joseph Murray.
Buffalo Courier-Express — Frederick W. Kendall, Frank O. Hammond, Edmund J. Kiefer.
Buffalo Times—Dorothy Winthrop, Ken Burr, Breems Forest, Cynthia Grey.
Catskill Mail—Charles B. Driscoll, Winfred W. Fiero.
Flushing North Shore Journal—Mary Ryan Lawlor, Alan Dale, Jr.
Freeport-Hempstead Nassau Review—John M. Greene, William H. Kniffin, Robert Stirrat, Frank Huleu, Merrill R. Bailey.
Gloversville Leader-Republican-Herald—J. R. P. Brady.
Jamaica Long Island Press—Sarah Wilford, Jos. Fabian.
Jamestown Journal—S. C. Maguire (sports).
Kingston Leader—Charles Douglas.
Lynbrook Nassau Star—Ed. Binnewg, Merrill R. Bailey.
Middletown Times Herald—Ray Dolge, H. P. Powers, Horace A. MacGowan.
Newburgh Beacon News—Christie Brooks, Alex. Coleman.
New York American Banker—Lester Gibson, Ernest Baker, Mitchell Moss.
New York American—Alice Hughes, John McClain.
New York Herald Tribune—Franklin P. Adams, Richards Vidmer, Lewis Gannett, Isabel Paterson, George Daley, Dan Stillman, Walter Lippmann, Mark Sullivan.
New York Il Progresso Italo-American—P. Parisi, F. DeRogalis, A. F. Guidi, C. Altavilla, V. Beltrami.
New York Jewish Day—S. Rosenfeld, B. H. Goldberg.
New York Jewish Daily Forward—Dr. B. Hoffman, H. Rogoff.
New York Mirror, Sunday Mirror—Walter Winchell, Mark Hellinger, Edward Orloans.
New York Post—Archer Winston, Leonard Lyons, Ernest L. Meyer, Gloria Bragiotti, Cecile Gilmore.
New York Sun—H. I. Phillips, Robert R. Davis, Ward Morehouse, Robert Wilder.
New York Times—John Kieran (sports), Arthur Krock (Washington).
N. Y. Wall Street Journal—Bernard Kilgore, Thos. Woodlock, Frank R. Kent.
New York World-Telegram — Heywood Broun, Westbrook Pegler, Joe William (sports), Kay Austin (shopping col.), Dr. Harry Elmer Barnes.
Nyack Rockland County Journal-News—Phillip Lenhart, Robert Deed.
Ogdensburg Advance-News—R. Roger Orr, Wm. Daniels.
Oswego Palladium-Times—George Herrick, John M. Hurley, Frances Lee.

(*Continued on page 221*)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 220)

Columnists—(Continued)

Poughkeepsie Star—William H. H. MacKeller, Charles Johnson.
Poughkeepsie Star and Enterprise—Herbert J. Thomsen.
Poughkeepsie Sunday Courier—Roy Jackson.
Rochester Democrat & Chronicle—Henry W. Clune, Harold W. Sanford.
Rochester Times-Union—Paul Benton, A. J. Warner.
Rome Sentinel—Raymond D. Heath.
Staten Island Advance—Frank Lesourd, James J. Halliday, Robert J. Lyons, Charles E. Beyer.
Syracuse Herald—Fred Betts, L. J. Skiddy (sports).
Syracuse Journal-American—A. D. Theobald, F. H. Chase.
Syracuse Post-Standard—Joseph Adams.
Troy Observer Budget—Roy Saudt, Donald MacNaughton.
Utica Observer-Dispatch—M. Joseph Hahn.
White Plains Reporter—W. L. Larned.

NORTH CAROLINA

Burlington Times-News—S. A. Cook, R. M. Hodges.
Charlotte News—C. .A Paul, Tom P. Jimison, Dorothy Knox, John Harden.
Charlotte Observer—T. D. Kemp, Caroline Chatfield.
Fayetteville Observer—Geo. G. Myrover.
Gastonia Gazette—Zoe K. Brockman, Stewart Atkins.
High Point Enterprise—John Mebane.
New Bern Tribune—Billy Arthur.
Winston-Salem Journal & Twin City Sentinel—Upton G. Wilson, Rev. Herbert Spaugh, Cecil Wilson.

NORTH DAKOTA

Williston Herald—F. W. Compton.

OHIO

Akron Beacon Journal—John S. Knight, James W. Schiemmer, H. H. Harriman, H. C. Atkinson, Murray Powers, Glenna Shaw.
Akron Times-Press—Tony Weitzel.
Ashtabula Star-Beacon—J. J. Mundy, A. F. Bedey.
Chillicothe Scioto Gazette—E. S. Wenis.
Cincinnati Enquirer—Lou Smith (sports).
Cincinnati Post—Rodney Dutcher, Alfred Segal, Carl A. Saunders, John T. Flynn.
Cleveland News—Noel Francis, Ed Bang, Edna K. Wooley, Arthur Brisbane, Walter Winchell.
Cleveland Plain Dealer—E. M. (Ted) Robinson, Dale Cox, Russell Weisman, Eleanor Clarage, W. F. McDermott.
Cleveland Press—John W. Love.
Fostoria Review—Constance Hopkins.
Fostoria Times—Constance Carle.
Fremont Messenger—Leaman Faris.
Galion Inquirer—C. F. Elsa (Else).
Lorain Journal & Times-Herald—Ralph Neumeyer.
Marietta Times—S. H. Plumer.
Middletown Journal—J. S. Myers.
Mount Vernon Republican News-Banner—Fred Lorey, R. V. Hess.
Newark Advocate—Miss Ema Spencer.
Painesville Telegraph—J. J. Mundy, James McMullin, Dr. Garry C. Meyers.
Piqua Call—Lola Hill.
Sandusky News—O. James, James Ross, Herbert Napka, E. C. Stewart, Wallace Sprau.
Toledo Blade—W. T. De Wolfe.
Toledo Times—Dan Palmer.
Wilmington News-Journal—Dusty Miller.
Zanesville Times Recorder & Signal—F. L. Hahn.

OKLAHOMA

Ardmore Ardmoreite—Sam Blackburn, Ramon Martin.
Bartlesville Enterprise—E. L. Cartlidge.
Bartlesville Examiner—N. D. Welty, Newell G. Welty.
Bristow Record—H. T. Chambers.
El Reno Tribune—Budge Harle.
Guymon Panhandle Herald—Giles E. Miller.
Lawton Constitution—Carter Wald.
Mangum Star—J. O. Tuton, Carroll Elliott.
Norman Transcript—Roscoe Cate.
Oklahoma City News—Walt Mills, Meredith Williams.
Oklahoma City Times—H. L. Mueller, Edith Johnson, R. G. Miller.
Perry Journal—W. K. Leatherock, Sam Schweiter.
Seminole News—John Clevidence.
Seminole Reporter—John M. Virden.
Shawnee News and Star—J. M. Ballantyne, Stewart Newlin, Jack Spencer.
Tulsa Tribune—Jenkin Lloyd Jones, R. M. McClintock, Dal Dalrymple, Cal Wood.
Tulsa World—Otis Lorton, Emery Winn.
Wewoka Times Democrat—Eugene White.
Woodward Press—C. Paden.

OREGON

Klamath Falls News-Herald—Frank Jenkins, Joe Pigney.
Marshfield Coos Bay Times—William L. Brown, Anne Connell, Cynthia Liljeqvist.
Medford Mail Tribune—Arthur Perry, Frank Jenkins.
Roseburg News-Review—Paul Jenkins.
Portland Oregon Journal—Ralph Watson, Sam Raddon, Jr., Charles T. Hoge, Dean Collins
Portland Oregonian—John W. Kelly, William Moyes (radio).
Salem Statesman—R. J. Hendricks. D. H. Talmadge.

PENNSYLVANIA

Ardmore Main Line Times—Dennis J. Sullivan, Carroll G. Stewart, The Vagrant (anon.).
Bradford Era—M. Ingram, D. B. Rupley, Ann Blau.
Bradford Star & Record—D. A. Dennison.
Brownsville Telegraph—Donald O. McCann (sports).
Connellsville Courier—James M. Driscoll (sports).
Donora Herald American—Harold W. Louerman (sports).
Greensville Record-Argus—John L. Morrison.
Harrisburg Telegraph—A. H. Stackpole, Paul Walker, Kenneth Thomas.
Kittanning Simpsons' Leader-Times—Clare A. Berger.
Lock Haven Express—George T. Haney.
McKeesport News—Merrill Granger.
Meadville Tribune Republican—C. W. Johnson, K. P. Williams.
Philadelphia, Record—Cecil Pennyfeather, Leo Wingshot, Bill Dooly (sports), Rex Rittenhouse (Sunday), Hugh Badley, Annie Hirst.
Pittsburgh Post-Gazette—Charles F. Danver, Havey Boyle.
Pittsburgh Press—Florence Fisher Parry, Alleen Wetstein, Chester L. Smith, J. Frank Beaman, Kaspar Monahan, Don Hirsch.
Pottstown Herald—Harry S. Dilser, Felix McCarthy.
Pottstown Mercury-News—William M. Heister (radio), Shandy Hill (screen), Don Rigg (sports), William F. Achatz, Jr. (local gossip).
St. Marys Daily Press—H. T. O'Brien.
Scranton Times—E. J. Gerrity.
Somerset Herald—A. D. Graham.
State College Centre Times—A. R. Warnock.
Susquehanna Transcript—U. G. Baker.
Tamaqua Courier—Samuel R. Beard.
Tarentum Valley News—C. B. Schwartz.
Wilkes-Barre Record—James J. Jennings.
Wilkes-Barre Sunday Independent—John V. Heffernan, William Jamieson, Edgar Guest, Frank Piajczek, James A. Sloan.
Wilkes-Barre Times-Leader—Victor Burr, Col. Ernest G. Smith.
York Gazette & Daily—C. H. Ehrenfeld.

SOUTH DAKOTA

Pierre Daily Capital Journal—James B. Hipple.
Sioux Falls Argus Leader—Gabe Coffey.
Rapid City Daily Journal—Arden Swisher.

TENNESSEE

Chattanooga News—A. D. Mynders.
Chattanooga Times—Julia Collier Harris, Sidney M. Shallet, R. H. Fitzgerald, Jr.
Columbia Herald—W. D. Hastings, R. M. Jennette.
Knoxville News-Sentinel—Bert Vincent, L. W. Mille, Lucy Templeton.
Memphis Commercial Appeal — George Morris (general commentator), Harry Martin, (theaters); George Moreland, (rural).
Memphis Press Scimitar—Earl Plowman.
Nashville Banner—Ridley Wills.

TEXAS

Abilene Reporter—Howard Barrett.
Austin Statesman—Town Talk by C. E. G.
Amarillo Globe News—Gene A. Howe, J. E. Johnson.
Brownsville Herald—Ralph L. Buell, Hal Eustance (sport).
Brownwood Bulletin—Ja. C. White.
Bryan Eagle—John Sidney Smith.
Clebourne Times-Review—Harold Ratliff, Benton Stricklin.
Corpus Christie Caller-Times — Bob McCracken, Carl Curley.
Dallas News—Fairfax Nisbet, Allen Duckworth, J. J. Taylor, George White, Flint Dupre, John Rosenfield, Jr., Irene Boyce, Dorothy Guillot, Mary Carolin Holmes.
Dallas Times Herald—Jere Hayes, (sports); Jimmy Lovell, (amusements); Tom C. Gooch, (general comment).
Eastland Telegram—E. Hinrichs.
El Paso Herald-Post—H. A. Michael.
El Paso World News—W. W. Bridgers—events out of the past.
Galveston News—Silas B. Ragsdale, G. A. Saal.
Houston Post—Judd M. Lewis.
Houston Press—George Ross.
Longview Journal & News—S. A. Parker, Here and There.
Lubbock Avalanche Journal — Chas. A. Cury, (The Plainsman); Collier Ferris, (Sportometer); Margaret Turner, (Woman's Angle).
Lufkin News—Jim McMullen.
Mexia News—E. E. Hudson, W. K. Boyd.
Palestine Herald—Lester Hamilton.
San Marcos News—Walter Buckner.
Sulphur Springs News-Telegram — G. A. Maddox, W. C. Hargrove, O. E. Rayburn.
Temple Daily Telegram—C. E. McClelland (sport col.).
Waco News-Tribune—Frank Baldwin.

UTAH

Ogden Standard-Examiner—Glen Perrins.

VERMONT

Brattleboro Reformer — E. J. Dunleavy, Mrs. F. Cressy, Paul P. Jones.

VIRGINIA

Covington Virginian—Richard F. Beirne.
Danville Register & Bee—H. B. Trundle.
Richmond News Leader—R. L. C. Barret.
Richmond Times-Dispatch — Thomas Lomax Hunter, Harry Tucker.
Waynesboro News-Virginian—Louis Spilman.

WASHINGTON

Centralia Chronicle—V. B. Noel.
Ellensburg Record—Virgil Cunningham.
Everett News—Herbert M. Peet.
Longview News—D. M. Simonsen.
Olympian—H. M. Lane.
Port Angeles Evening News—Wm. D. Welsh.
Spokane Press—Dan Sleeth, Art Shannon, Jim Marshall, Myrtle Gaylord.
Tacoma Times—E. T. Short.
Vancouver Columbian—William P. Campbell, J. Walters.
Walla Walla Bulletin—Norman M. Kelly, art.
Walla Walla Union—Jack Hewins, sports.
Wenatchee Sun—Lafe Sproggles.

WEST VIRGINIA

Beckley Post-Herald—Ted McDowell.
Raleigh Register—Harold M. Riffe.
Charleston Gazette—Frank A. Knight, W. E. Connell, Al Quinn.
Fairmont West Virginian—Jack Hartley, W. L. Mengert, L. G. Boggs, Elinor Carroll, Sam T. Mallison.
Grafton Sentinel—J. S. Palmer, sports.
Hinton News—H. Kinney.
Logan Banner—J. Kelvin Holiday.
Martinsburg Journal — Sam Mallison, Charles Brooks Smith.
Point Pleasant Register—Anita Dowie, Roy Blessing, W. Cleveland Bowie.
Weirton Times—D. L. McFarland, sports.

WISCONSIN

Beloit News—Minnie McIntyre Wallace, Harold Hilton, Harriett Dawson, John C. Clarke.
La Crosse Tribune—Ray G. Peacock.
Madison Capital Times—E. L. Meyer, Mrs. Ralph Linton.
Madison State Journal—Roundy O'Coughlin, Betty Cass, Henry McCormick, Ken R. Kennedy, Harold E. McClelland, Henry Noll, Russell Fyre, Winter Everett.
Marinette Eagle Star—Bella C. Noyes.
Milwaukee Journal—F. H. Olds.
Milwaukee Sentinel—Buck Herzog.
Milwaukee Wisconsin News—Howard Purser, Lloyd Larson.
Rhinelander News—Jack Cory.
Superior Telegram—John Conners, sports; John Conners, Telegraph editor.
Two Rivers Reporter—George Flowers, Paul Freye, Seymour Althen.
Waukesha Freeman—Gilbert H. Koenig, humorous; Fred Haeuser, sports.
Wausau Record-Herald—C. Wren Swift, farm ed.; John Gumts.
Wisconsin Rapids Tribune—C. E. Otto.

WYOMING

Gillette American—Howard Tinnell.

PUERTO RICO

San Juan El Imparcial—George Holliday, M. Melendez Munoz, E. Fernandez Vanga, L. Llorens Torres, Dr. Quevedo Baez, L. Antonio Miranda.
San Juan La Correspondencia de Puerto Rico—E. Colon Baerga, E. Sancher Ortis, M. Rivera Matos, A. Acevedo.

CANADA

ALBERTA

Edmonton Bulletin—J. S. Cowper.

BRITISH COLUMBIA

Nelson News—J. B. Curran.
New Westminster British Columbian—R. McLennan, F. D. Marshall.
Vancouver Sun — Bob Bouchette, Hal Straight, Alan Morley, Jack Patterson, J. E. Norcross, Al Windsor.
Victoria Colonist—B. A. McKelvie, sport ed.; M. J. Delahunty, R. B. Dunn.

MANITOBA

Winnipeg Tribune—V. V. Murray, A. V. Thomas, C. J. Woodsworth.

NOVA SCOTIA

Sydney Post Record—N. M. Browne.

ONTARIO

Chatham News—Jack Calder.
Hamilton Herald—John Sheehan, R. J. Needham, Errol Boyd.
Kitchener Record—William Malcolm.
London Free Press—J. P. Dunn.
Sarnia Canadian Observer—O. N. Wilson, H. G. MacLean, W. G. Hale.
Toronto Mail & Empire—J. V. McAree, Roly Young.
Toronto Telegram—Newton Kendall, D. S. Robertson.
Windsor Star—W. L. Clark, R. M. Harrison, Vern DeGeer, T. R. Brophey.

QUEBEC

Montreal La Patrie—A. Fauteux, Louis Francoeur.
Quebec L'Action Catholique—Calixte Dumas, J. T. Perron, Gerard Quellette, M. Pelletier, Gerard Picard, C. M. Deschenes, M. Du Berger, M. Trepanier.

CARTOONISTS

ALABAMA

Birmingham News-Age-Herald—Harper.
Montgomery Advertiser—Frank Spangler.

ARKANSAS

Fayetteville Democrat—L. S. Read.

ARIZONA

Phoenix Arizona Republic & Gazette—Reg Manning.

CALIFORNIA

Eureka Humboldt Standard—L. W. Beal.
Fresno Bee—A. V. Buel.
Hollywood Citizen-News—Claude Newman, sports.
Long Beach Press Telegram & Sun—Lorrie Smith.
Los Angeles Post-Record—Alan Ferber, Bob Moore.
Los Angeles Times—Bruce Russell.
Oakland Tribune—Frank Kettlewell.
Oxnard Courier—L. H. Wilson.
Sacramento Bee—Arthur V. Buel.
San Diego Union-Tribune—Fred Wilson.
San Diego Tribune—M. A. Dunning.
San Francisco Chronicle—C. J. Sweigert, J. C. Argens, Howard Brodie.
San Francisco News—Leonard De Carlo, Douglas Rodger, Wiley Smith.
Stockton Record—Ralph O. Yardley.

COLORADO

Denver Post—Paul Gregg, Lee Gibbons.
Denver Rocky Mountain News—James Lynch.
Pueblo Star-Journal—Joe Truan.

CONNECTICUT

Bridgeport Sunday Herald—Jess Benton, Harry Neigher.
Hartford Times—John Anderson.
New Haven Register—Walt Munson.
Waterbury Republican & American—C. L. Mortison.

DISTRICT OF COLUMBIA

Washington Post—Gene Elderman.
Washington Star—C. K. Berryman, J. Berryman.

DELAWARE

Wilmington News & Journal (Every Evening)—George T. Maxwell.

FLORIDA

Miami Herald—George Mangus.
Miami News—O. F. McIntyre.
Miami Tribune—Robert Epstein.
Tampa Times—Donald E. McIntosh.
Tampa Tribune—George White.

GEORGIA

Atlanta Constitution—C. J. Holleran.
Atlanta Georgian-American — Mortimer Hays.
Atlanta Journal—A. W. Brewerton.
Columbus Ledger-Enquirer—F. G. Storey.

TERRITORY OF HAWAII

Honolulu Star Bulletin—Nash Witten.

IDAHO

Boise Idaho Statesman—Nick Villeneuve.

ILLINOIS

Belleville News-Democrat—Don Huse.
Chicago Herald & Examiner—Dorman H. Smith.
Chicago News—Vaughn Shoemaker, Cecil Jensen, Roy Nelson.
Chicago Times—George M. Lichtenstein.
Chicago Tribune—John T. McCutcheon, Carey Orr, Bill Holsman, Chester Gould, Milton Caniff, Walter Berndt, Carl Ed, Martin Branner, Frank King, Harold Gray, Frank Willard.
Joliet Herald-News—Harold Carlos.
Marion Republican—William Forker.
Peoria Star—Wm. P. Stevenson, John Evans.
Robinson News—George H. McCarty.

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Fort Wayne News-Sentinel—Harry Larrimore.
Indianapolis News—Charles Kuhn.
Indianapolis Times—R. O. Berg.

IOWA

Davenport Tri-City Star—Dick Fletcher.
Des Moines Register & Tribune—Jay N. Darling, Tom Carlisle.
Sioux City Tribune—Roy B. Justus.

KANSAS

Wichita Beacon—A. W. Rosencrans.
Wichita Eagle—Ben F. Hammond.

KENTUCKY

Louisville Courier-Journal—Grover Page.
Louisville Times—Paul Plaschke.

LOUISIANA

New Orleans Item-Tribune—John Chase.

MAINE

Portland Press Herald & Express & Sunday Telegram—Frank R. Landers.

MARYLAND

Baltimore Morning Sun—Edmund Duffy, Richard Q. Yardley.

MASSACHUSETTS

Boston Christian Science Monitor—Paul Carmack, Dwight Sturges, Guernsey Le Pelley.
Boston Post—W. Norman Ritchie.
Fall River Herald News—Walt W. Coolidge, Max P. Miliana.
Holyoke Transcript-Telegram — William Warren.
Lowell Sun—William Birchall.
Lynn Item—John E. Beckwith.
Quincy News—George Willis.
Worcester Telegram & Gazette—Al Banks.

MICHIGAN

Detroit Free Press—Floyd S. Nixon.
Detroit News—Burt R. Thomas.
Flint Journal—Edward Muller.
Grand Rapids Herald—Ray Barnes.
Ironwood Globe—John Hellman.

MINNESOTA

Fairmont Sentinel—Edward Schumm.
Owatonna Peoples Press—J. Weed.
Willmar Tribune—Eben E. Lawson.

MISSOURI

Kansas City Star—Silvie Ray, Dale Bernonius, Harry Wood, Frank Miller.
St. Louis Star-Times—Daniel Bishop.

NEBRASKA

Lincoln Journal—Oz Black, Bud Kling.
Omaha Bee News—Mike Parks.
Omaha World-Herald—Guy R. Spencer.

NEW JERSEY

Atlantic City Press-Union—James Fox.
Bayonne Times—Hull, Herblock.
Camden Courier-Post—W. Boite Gibson.
Newark Sunday Call—Ed Burroughs, Doug McKay.
Newark News—Lute Pease, Howard Freeman.
Passaic Herald-News—P. M. Contant.

NEW YORK

Albany News—Jerry Costello.
Binghamton Sun—Dick Hodgins.
Bronx Home News—Bob Connelly.
Brooklyn Citizen—Sykes & Thomas.
Brooklyn Eagle—Walter Galli, Ed Hughes, Robert Moore, James P. McCague, John Cassal.
Buffalo Courier-Express — Leo Joseph Roche.
Freeport-Hempstead Nassau Review—Fred Graf.
Jamaica Island Press—Lee Benn.
Jewish Daily Forward—S. Zagat.
Lynbrook Nassau Star—William H. Thompson.
Middletown Times Herald—Clayton B. Seagears.
Newburgh Beacon News—James Bresnan.
New York American Banker—W. O. Evans.
New York Herald Tribune—"Ding" (Jay N. Darling), Edward S. Brown, H. T. Webster, Ellison Hoover, H. I. Carlisle, Harrison Cady, Mal Eaton, C. H. Wellington, Weare Holbrook, Frank Fogarty, Dow Walling.
New York Il Progresso Italo Americano—E. Blythe.
New York Jewish Day—J. Foshko.
New York Jewish Forward—S. Zagat.
New York Post—Jerry Doyle, Roland Coe, William Sharp.
New York Times—Edwin Marcus.
New York World-Telegram—Rollin Kirby, Will B. Johnstone, Denys Wortman, Willard Mullin, George Clark.
Rochester Democrat & Chronicle—Gerald Maloney, Robert Carter.
Rochester Times-Union—Elmer R. Messner.
Syracuse Herald—Vic Lambdin, Fred Heyman.
Syracuse Journal-American—H. W. Baker, A. L. Lederman.
Syracuse Post-Standard—E. F. Schilder.
Tonawanda News—Chester Kalota.
Utica Observer-Dispatch—Louis A. Paige.

NORTH CAROLINA

Charlotte Observer—J. T. Houston, Richard Pitts.

OHIO

Akron Beacon Journal—Web Brown.
Akron Times-Press—Paton Edwards.
Cincinnati Enquirer — Harold Russell (sport).
Cincinnati Post—H. M. Talburt, Rollin Kirby.
Cincinnati Times-Star—Claude Shafer.
Cleveland News—Bill Summers, John McGaw.
Cleveland Press—H. M. Talburt.
Cleveland Plain Dealer—J. H. Donahey.
Columbus Citizen—John Hudson, H. Talburt.
Columbus Dispatch—Ray O. Evans, Harry J. Keys.
Dayton News—O'Dell Dean, Harold Shigley.
Lancaster Gazette—Newspaper Enterprise Assoc.
Painesville Telegraph—Cargill (Central Press).
Sandusky Daily News—William Martin.
Youngstown Telegram—Lloyd Jones.

OKLAHOMA

Lawton Constitution—N. E. A. Service.
Oklahoma City Beacon of Capital Hill—John Powell.
Oklahoma City News—George Clark, Ed Reed.
Oklahoma City Oklahoman & Times—C. G. Werner, L. P. Thompson.
Tulsa Tribune—Earle Slack.

OREGON

Portland Journal—Howard Fisher.
Portland Oregonian—Quincy Scott.
Roseburg News-Review—Kings Features Cartoons.

PENNSYLVANIA

Chester Times—Percy Eisenbise.
Harrisburg Telegraph—Ray Snow, Moses Fenical.
McKeesport News—John P. Ulm.
Philadelphia Record — Jerry Doyle, Len Warren.
Pittsburgh Post-Gazette—Cy Hungerford.
Pittsburgh Press—Ralph S. Reichold, Bert Link, Vernon Lind.
Scrantonian—Joe Fadden.
Scranton Times—James B. Walsh.
Wilkes-Barre—United Feature Service.

TENNESSEE

Chattanooga News—Al Carter.
Jackson Sun—Addison Johnston.
Memphis Commercial Appeal—Jack Knox.

TEXAS

Dallas News—John Knott A. M. Jack Patton even., T. O. Bateman, Aubrey Streater.
El Paso Times—John R. Ward.
Fort Worth Star-Telegram—Winston Crosslin.
Houston Post—E. J. Mantooth.

VIRGINIA

Richmond Times-Dispatch—Fred C. Seibel.
Winchester Star—L. Neill Woods.

WASHINGTON

Longview News—Paul Brilliman.
Seattle Journal of Commerce—Marine Editors—Ted Crosby, G. H. Walby.
Vancouver Columbian—Al Fagely.
Wenatchee Sun—Rex H. Maus, Jr.

WEST VIRGINIA

Charleston Gazette—Kendal Vintroup.
Huntington Dispatch & Advertiser—Mr. Irvin Dugan.

WISCONSIN

Beloit News—N. E. A. Service.
Milwaukee Journal—Ross Lewis, E. V. Quist.
Milwaukee Sentinel—Cad Brand, Edgar Orth.
Milwaukee Wisconsin News—Frank Marasco.

PUERTO RICO

San Juan El Imparcial—Tony Villamil, Francisco Catalan.
San Juan La Correspondencia de Puerto Rico—M. J. Zeno.

CANADA

BRITISH COLUMBIA

New Westminster British Columbian—Rowland Reg.
Vancouver Sun—Les Callan.
Victoria Colonist—

MANITOBA

Winnipeg—Free Press—Arch Dale.

NOVA SCOTIA

Halifax Herald & Mail—D. McRitchie.

ONTARIO

Toronto Star—Sam Hunter.
Toronto Telegram—G. Shields, H. Moyer, H. Hall, C. R. Snelgrove.

QUEBEC

Montreal La Patrie—A. Lemay.
Montreal L'Illustration—L. Le Marchand.
Montreal Standard—A. C. Racey.
Montreal Star—A. G. Racey.
Quebec L'Action Catholique—M. Du Berger.
Quebec Le Soleil—M. Hebert.

FINANCIAL EDITORS

ALABAMA

Birmingham News-Age-Herald—C. A. Fell.
Birmingham Post—James H. Taylor.

ARIZONA

Prescott Courier & Courier-Journal—Margaret Hirshfeld.
Tucson Arizona Star—Jack Weadock.

ARKANSAS

Fayetteville Democrat—L. S. Read.
Pine Bluff Graphic—J. L. Thomason.

CALIFORNIA

Bakersfield Californian—David Anderson.
Eureka Humboldt Standard—F. F. Flaherty.
Glendale News Press—Homer Canfield.
Hollywood Citizen-News—Herman Reuter.
Long Beach Press Telegram & Sun—H. F. Burmeister.
Los Angeles Times—Wesley K. Smith.
Oakland Tribune—L. D. Clark.
Oxnard Courier—James Krouser.
Sacramento Union—Lindsay Arthur.
San Diego Sun—Paul Fox.
San Diego Union—W. B. France.
San Diego Tribune—Frank Graham.
San Francisco Chronicle—C. J. Sweigert, J. C. Argens, Howard Brodie.
San Francisco News—John Piper.
San Jose News—C. Robert Payne.
Stockton Record—A. E. Estes.
Woodland Democrat—Miss Willa Gibbs.

COLORADO

Canon City Record—Guy U. Hardy.
Denver Post—Thomas Walker.
Denver Rocky Mountain News—Lyddon Blood-Smyth.
Pueblo Star Journal—Frank S. Hoag, Jr.

CONNECTICUT

Bristol Press—Wallace H. Miller.
Hartford Times—John V. Wightman.
New Haven Register—S. J. Palaski.
Norwalk Hour—Richard Sweeney, Jr.
Torrington Register—Mathew Beary.
Waterbury Democrat—Cornelius Meloney.
Waterbury Republican & American—Lyall Hill.

DISTRICT OF COLUMBIA

Washington Herald—Richard Hatton.
Washington Post—Edward McSweeney.
Washington Star—E. C. Stone.
Washington Times—Paul Lavazzo.

FLORIDA

Fort Pierce News-Tribune—Paul G. Enna.
Miami Beach Tribune—Gordon Hagberg.
Sebring American—Fred S. Jones.
Tampa Times—David E. Smiley.

GEORGIA

Athens Times—Tom A. Dozier.
Atlanta Constitution—Morris Siegel.
Atlanta Georgian-American—J. W. Bartow.
Atlanta Journal—J. C. Henson.
Columbus Ledger-Enquirer—F. G. Storey.
Griffin News—Cecil Hurst.
Savannah News—Geo. H. Lindsey.

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Honolulu Star Bulletin—Howard D. Case.

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Belleville News-Democrat—Joseph W. Adam.
Chicago American—Robert P. Vanderpool.
Chicago Herald & Examiner—Otto Smucker.
Chicago Journal of Commerce—James P. Conway.
Chicago News—Royal F. Munger.
Chicago Times—Edward Grosheil.
Chicago Tribune—Howard Wood.
Freeport Journal-Standard—Donald L. Breed.
Joliet Herald-News—Harold Carey.
Kewanee Star-Courier—E. A. Lincoln.
Peoria Journal & Transcript—R. L. Nyquist.
Peoria Star—James McCormick.
Quincy Herald-Whig—Art Higgins.
Rock Island Argus—George W. Wickstrom.
Springfield Illinois State Register—J. D. Myers.
Waukegan News-Sun—Clinton Kreuscher.
West Frankfort American—R. G. Kelly.

INDIANA

Indianapolis News—Henry O'Brien.
Indianapolis Star—J. H. Henley.
Indianapolis Times—Frederick Matson.
New Albany Tribune—James E. Montgomery.
New Castle Courier-Times—Allen C. Hiner.
Vincennes Post—Samuel M. Emison.

IOWA

Atlantic News-Telegraph—E. P. Chase.
Cherokee Times—Justin Barry.
Davenport Tri City Star—Chas. S. Topp.
Des Moines Register & Tribune—Charles Darlington, Leonard McGuire.
Oskaloosa Herald—Phil Hoffman.
Ottumwa Courier—C. S. Johnston.
Shenandoah Sentinel—R. K. Tindall.
Sioux City Tribune—W. R. Towns.
Spencer Reporter—George Williams.

KANSAS

Leavenworth Times—D. R. Anthony, III.
Topeka Capital—Mark Dunlap.
Wichita Beacon—R. H. Richards.

KENTUCKY

Louisville Courier-Journal — Charles A. Reinhart.
Louisville Herald-Post—B. W. Gratzer.
Louisville Times—Russell Jackson.
Paducah Sun-Democrat—Edwin J. Paxton, Sr.

LOUISIANA

New Orleans Item-Tribune—T. R. Liuzza.

MAINE

Portland Press Herald, Express & Telegram—Harold J. Boyle.

MARYLAND

Baltimore Morning Sun—John S. Armstrong.
Baltimore Evening Sun—Rodney Crowther.

MASSACHUSETTS

Boston Christian Science Monitor—Herbert B. Elliston.
Boston Post—Bernard J. Hughes.
Holyoke Transcript-Telegram—William Dwight.

MICHIGAN

Detroit Free Press—J. D. M. White.
Detroit News—George B. Hassett.
Flint Journal—C. A. Stevens.
Grand Rapids Herald—Lawrence Jessup.
Lansing State Journal—Jos. H. Creighton.

MINNESOTA

Duluth Herald & News-Tribune—Fred J. Magill, John A. Magill.
Mankato Free Press—Frank Francisco.
Minneapolis Star—James Emerson.
St. Cloud Times-Journal—Harold Schoolkopf.
South St. Paul Reporter—W. M. Fisk, C. T. Burnley.

MISSOURI

Cameron News-Observer—B. B. Witt.
Excelsior Springs Standard—E. J. Lawrence.
Kansas City Journal-Post—D. Downing.
Kansas City Star—David B. Park.
St. Joseph News Press & Gazette—A. P. Marlin.
St. Louis Globe-Democrat—W. A. Happ.
St. Louis Record—Dorothy Gardner
St Louis Star-Times—O. A. Fellhauer.

NEBRASKA

Omaha Bee-News—D. H. Powers.
Omaha World-Herald—J. L. Belding.

NEVADA

Reno State Journal—Lyman Clark.

NEW JERSEY

Camden Courier-Post—Paul Webb.
Jersey City Journal—C. J. Ingram.
Newark Sunday Call—R. B. Stalter.
Newark News—Francis W. Daire.
Passaic Herald News—Garret Henion.

NEW MEXICO

Gallup Independent—Wm. Harrison.
Las Cruces News—Russell H. Siner.

NEW YORK

Albany Knickerbocker Press—F. P. Kimball.
Albany News—Eric E. Tyler.
Binghamton Sun—Emerson Siebold.
Brooklyn Citizen—Lillian Horner.
Brooklyn Eagle—Edward A. Ruhfel.
Buffalo Courier-Express—Leonard G. Feldmann.
Buffalo Times—S. Oliver Goodman.
Catskill Mail—Elizabeth M. Boice.
Middetown Times Herald—Horace A. MacGowan
New York American—Julius G Berens.
New York Herald Tribune—Norman C. Stabler.
New York Il Progresso Italo Americano—P. Parisi, C. Cupoli.
New York Jewish Day—A. Bookstein.
New York Post—P. C. Trussell.
New York Sun—Carleton A. Shively.
New York Times—Alexander D. Noyes.
New York World-Telegram—Ralph Hendershot.
Niagara Falls Gazette—J. A. Tait.
Oswego Palladium Times—C. T. Leighton.
Peekskill Star—E. Joe Albertson.
Poughkeepsie Eagle News—Ernest L. Owen.
Poughkeepsie Star—Ernest L. Owen.
Rochester Democrat & Chronicle—Earl Sandmeyer.
Rochester Times Union—Earl Sandmeyer.
Salamanca Republican-Press — Matthew Weber.
Schenectady Gazette—Ned B. Winterstein.
Syracuse Journal-American—J. Burr Bell.
Syracuse Post-Standard—W. Tuckley.
North Tonawanda News—E. H. Hewitt, Jr.
Utica Observer-Dispatch—Harold A. Sample.
Utica Press—H. Z. Jenkins.
Watertown Daily Times—Howard A. Lennon.

NORTH CAROLINA

Charlotte News—J. A. Daly.
Charlotte Observer—Rupert Gillett.

OHIO

Akron Beacon Journal—George Hattie.
Akron Times Press—Wm. Shenkel.
Athens Messenger—A. K. Bush.
Cincinnati Enquirer—Dwight Bicknell.
Cincinnati Post—Carl A. Saunders.
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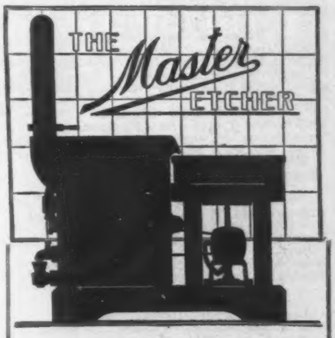

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Indianapolis Star—Corbin Patrick.
Indianapolis Times—James Thrasher.
La Porte Herald Argus—Forbes Julian.
Muncie Star—June Mull.
New Albany Tribune—Harvey Peake.
New Castle Courier Times—Scott Chambers.
Shelbyville Democrat—Martha Ann Fleming.
South Bend News Times—Mahoney.
Terre Haute Tribune Star—Marcee Cox, Mable McKee.
Wabash Plain Dealer—Katherine Ramsey.

IOWA

Cedar Rapids Gazette—Joseph Kitchen.
Keokuk Gate City—Dale E. Carrell.
Oskaloosa Herald—Phil Hoffmann.
Sioux City Tribune—Prof. Albert Morgan.

KANSAS

Abilene Chronicle—Anita Carr.
Caldwell Messenger News—Ralph Van Camp.
Emporia Gazette—Miss Mae Sue Taylor.
Frankfort Index—Marie MacLeod.
Lawrence Journal World—D. M. Swarthout.
Manhattan Chronicle & Mercury—Owen Welch.
Topeka Capital—Martin Burton.
Wichita Beacon—Albert Arkules.
Winfield Courier—Charles O. Booth.

KENTUCKY

Louisville Courier-Journal—Mrs. Newton Crawford.
Lexington Leader—C. G. Dickerson.
Louisville Herald Post—Miss Mary Theobold.
Louisville Times—Mrs. L. C. Milstead.
Owensboro Messenger & Inquirer—Virginia Duncan.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau.
New Orleans Item Tribune—J. A. Wobbe.

MAINE

Portland Press Herald—M. Isabelle Jones, Caroline Stevens.

MARYLAND

Baltimore Sun—Donald Kirkley, Stephen E. Fitzgerald.

MASSACHUSETTS

Boston Christian Science Monitor—Leslie A. Sloper.
Boston Post—Warren Storey Smith.
Fall River Herald News—Rene G. DeTonnancour.
Holyoke Transcript-Telegram—Ellen J. Blanning.
Lowell Courier—Citizen Leader—Sidney R. Fleet.
Lowell Sun—Francis E. Carey.
Lynn Item—H. D. Valpey.
Milford News—Jake Broudy.
Wakefield Item—Eva G. Ripley.
Worcester Post—Thomas V. O'Sullivan.
Worcester Telegram Gazette—William Place, Jr., Walter W. Palmer.

MICHIGAN

Adrian Telegram—Madge Milliker.
Battle Creek Enquirer News—Mrs. Jessie Gage, Elizabeth Holmberg.
Detroit Free Press—Herman Wise.
Detroit News—Russell McLaughlin.
Flint Journal—Mildred Elwood.
Grand Rapids Herald—Miss Marguerite Kerns.
Lansing Journal—Theresa Shier.
Wyandotte News—James E. Ostrum.

MINNESOTA

Duluth Herald News Tribune—Nathan Cohen, Carl B. Costello.
Mankato Free Press—Jackson How.
Minneapolis Star—John K. Sherman.
Willmar Tribune—O. B. Auguston.

MISSOURI

Chillicothe Constitution Tribune—Mary Moore.
Kansas City Journal Post—Luigi Valani.
Kansas City Star—Minna Powell.
St. Joseph News Press Gazette—Ada Lyon, Ruth Bell.
St. Louis Globe-Democrat—Hume B. Duval.
St. Louis Record—Dorothy Gardner.
St. Louis Star-Times—Reed Hynds.

NEBRASKA

Omaha Bee News—Martin Bush.
Omaha World Herald—August M. Borglum.

NEW HAMPSHIRE

Laconia Citizen—Ruth Osgood.

NEW JERSEY

Atlantic City Press-Union—Geo. R. Weistraub.
Bayonne Times—Steven Preston.
Camden Courier Post—Henry M. Beck.
Newark Sunday Call—Girard Michelson.
Newark News—Alan Branigan, Charles Hauffer.
Newark Star-Eagle—William Wurts.
Passaic Herald News—Merritt Ierley.
Vineland Journal—Gordon J. Hart.

NEW MEXICO

Gallup Independent—Wm. Harrison.

NEW YORK

Albany Knickerbocker Press—William R. Haskell.
Albany News—Ray A. Mowers.
Binghamton Sun—Jannie A. Mallette.
Brooklyn Citizen—Paul J. Brown.
Brooklyn Eagle—B. H. Haggin.
Buffalo Times—Mary M. Howard.
Ithaca Journal—C. R. Rosenberry.
Jamestown Journal—G. R. Broadberry.
Kingston Leader—Walter Fredenburg.
New York American—Leonard Liebling and Grena Bennett.
New York Herald Tribune—Lawrence Gilman, Francis Perkins.
New York Il Progresso Italo American—I. C. Falbo, L. Giovanola.
New York Jewish Daily—William Edlin.
New York Mirror—Julian Seaman.
New York Post—Samuel Chotzinoff.
New York Sun—W. J. Henderson.
New York Times—Olin Downes.
New York Wall Street Journal—Sterling Bowen.
New York World Telegram—Pitts Sanborn.
Poughkeepsie Eagle News—Jas. F. Kisley.
Poughkeepsie Star—Arthur F. Wollenhaupt.
Poughkeepsie Sunday Courier—Miss Adrianne Sullivan.
Rochester Democrat & Chronicle—Stewart B. Sabin.
Rochester Times Union—A. J. Warner, Carolyn R. Reichard.
Salamanaca Republican Press—John L. F. King.
Schenectady Gazette—Helen Clinton.
Schenectady Union Star—Maude L. Wells.
Syracuse Herald—Mrs. E. H. Van Werner.
Syracuse Journal American—Thola Tabor Schenck.
Syracuse Post Standard—W. Tuckley.
Tonawanda News—R. B. Hewitt.
Utica Daily Press—V. S. Jones.
Watertown Times—David F. Lane.
White Plains Reporter—Ella Lowe.

NORTH CAROLINA

Hendersonville Times News—Henry Atkin.
Burlington Times News—Mrs. Walter C. Brown.
Charlotte News—Mrs. Louise Young Workman.
Charlotte Observer—Richard Pitts.

NORTH DAKOTA

Williston Herald—Harry E. Polk.

OHIO

Akron Beacon Journal—Oscar Smith.
Akron Times Press—John Lewis.
Asntabula Star-Beacon—R. L. Bowman.
Cincinnati Post—John P. Rhodes.
Cincinnati Times Star—Nina P. Smith.
Cleveland Plain Dealer—Herbert Elwell.
Cleveland Press—Denoe Leedy.
Columbus Citizen—Ralph McCombs.
Columbus Dispatch—Samuel T. Wilson.
Dauton Herald—A. S. Kany.
Dayton Journal—Miss Merab Eberle.
Dayton Daily News—Virginia Sturm.
Fostoria Review—Constance Hopkins.
Lima News—Robert Eckford.
Mount Vernon Republican News—Fred Lorey.
Newark Advocate—Miss Hazel Kirk.
Sandusky News—Herbert Napka.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Rodolfo Floripe.
Toledo Times—Marjery Kunz.

OKLAHOMA

Blackwell Journal—Anna Neher.
Guymon Panhandle Herald—Mrs. A. C. De Wolfe.
Oklahoma City Oklahoman & Times—Albert Kirkpatrick.
Seminole Producer—Charlotte Meeting.
Seminole Reporter—Miss Lucile Moore.
Tulsa Tribune—Maxine Barrus.
Tulsa World—A. Devina.
Woodward Press—Mrs. Irene Gay.
Portland Oregonian—Herbert Larson.

OREGON

Portland Oregon Journal—J. L. Wallis.

PENNSYLVANIA

Bradford Era—Mary Yvo Flanigan.
Norristown Times Herald—Mrs. Kathleen Wisner.
Philadelphia Record—Edwin H. Schloss.
Pittsburgh Post-Gazette—C. F. Weibel.
Pittsburgh Press—Ralph Lewando.
Pottsville Journal—James Shelhamer.
Pottsville Republican—P. L. Knowlton.
Scranton Republican—Dr. D. D. Jones.
Scranton Times—Harry Howes.
Somerset Herald—Mary Haerse.
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Newport Herald—A. D. Taylor.
Providence News-Tribune—J. B. Calvo.
West Warwick Pawtuxet Valley Times—Wilton P. Hudson.
Woonsocket Call—Mrs. Elinor V. Arnold.

SOUTH DAKOTA

Pierre Capital Journal—James B. Hipple.
Sioux Falls Argus Leader—Walt Simmons.
Watertown Public Opinion—John B. Cooley.

TENNESSEE

Chattanooga News—Miss Thankful Everett.
Chattanooga Times—Sidney M. Shalett.
Jackson Sun—Guy Windrom.
Knoxville Journal—Malcolm Miller.
Memphis Press Scimitar—Jack Bryan.
Nashville Banner—Sydney Dalton.

TEXAS

Dallas News—John Rosenfield, Jr.
Dallas Times Herald—John William Rogers.
Eastland Telegram—Mrs. K. W. Jackson.
El Paso World News—Nelson Springer.
Fort Worth Star Telegram—E. Clyde Whitlock.
Houston Post—Mrs. Pat M. Barnes.
Houston Press—Hubert Roussel.
Palestine Herald—Mrs. Sarah Montgomery.
San Angelo Standard Times—Minor Shutt.

VIRGINIA

Newport News Press—Fred J. Naff.
Norfolk Ledger Dispatch—Douglas Gordon.
Richmond News Leader—Helen De Motte.
Richmond Times Dispatch—Geo. Harris.

WASHINGTON

Spokane Press—Sid Copeland.
Tacoma Ledger—Terry Pettus.
Tacoma News Tribune—Mrs. Page R. Hamer.
Tacoma Times—E. T. Short.
Walla Walla Bulletin Sunday Union—Norman M. Kelly.
Walla Walla Union—Rowland Miller.

WEST VIRGINIA

Charleston Gazette—Bayard Ennis.
Martinsburg Journal—Miss Ruth B. Willey.
Point Pleasant Register—W. Cleveland Bowie.

WISCONSIN

Ashland Press—Mrs. R. F. Merritt.
Janesville Gazette—Peg O'Brien.
Madison Capital Times—Sterling Sorenson.
Madison Wisconsin State Journal—Wm. L. Doudna.
Milwaukee Journal—Richard Davis.
Milwaukee News—Roy Foley.
Milwaukee Leader—Ben Lucifer.
Milwaukee Sentinel—Catherine Pannil Mead.

PUERTO RICO

San Juan El Imparcial—Ismael Casalduc.
San Juan La Correspondencia de Puerto Rico—M. Rivera Matos.

CANADA

ALBERTA

Calgary Herald—Mrs. A. G. Broder.
Edmonton Bulletin—John Oliver.
Edmonton Journal—Mrs. M. Shirley.

BRITISH COLUMBIA

Nanaimo Free Press—Adele Heritage.
Vancouver Sun—Stanley Bligh.
Victoria Colonist—Miss J. E. M. Bruce.

MANITOBA

Winnipeg Free Press—Miss Lilian Scarth.
Winnipeg Tribune—A. A. Aldrick.

ONTARIO

Hamilton Herald—N. E. Clarke.
London Free Press—Miss F. B. Taylor.
Ottawa Citizen—Miss Isabel Armstrong.
Ottawa Journal—Alfred Sykes.
St. Catharines Standard—D. J. Williams.
Toronto Globe—Dr. Lawrence Mason.
Toronto Mail & Empire—Miss Pearl McCarthy.
Toronto Star—Augustus Bridle.
Toronto Telegram—Edward Wodson.
Windsor Star—Clarice Tapson.

QUEBEC

Montreal Le Devoir—Fred Pelletier.
Montreal La Patrie—Dominique LaBerge.
Montreal L'Illustration—Jacques Robitaille.
Montreal Gazette—T. Archer.
Montreal Star—H. P. Bell.
Quebec L'Action Catholique—M. Allaire.
Quebec L'Evenement—M. Bernier.

SASKATCHEWAN

Regina Leader Post—Dan Cameron.

THEATRICAL CRITICS

ALABAMA

Anniston Star—Ralph W. Callahan.
Birmingham News Age Herald—Petersen Marzoni.
Montgomery Advertiser—Robert Hugger.

ARIZONA

Prescott Courier—Margaret Hirshfeld.
Tucson Star—Bernice Cosulich.

ARKANSAS

Fayetteville Democrat—L. S. Read.
Little Rock Gazette—Miss Ruth Tucker.
Pine Bluff Graphic—Gene Smith.
Wynne Star-Progress—Mrs. Roland Hughes.

CALIFORNIA

Bakersfield Californian—Miss Mae Saunders.
Chico Record—Vida Shepard.
Eureka Humboldt Standard—J. D. O'Dell.
Fresno Bee—William Foster Elliott.
Hollywood Citizen-News—Elizabeth Yeaman, James F. Crow.
Los Angeles Post-Record—George Lewis.
Los Angeles Times—Edwin Schallert.
Napa Journal—W. S. Grant.
Oakland Tribune—Wood Soanes.
Oxnard Courier—Caryl Krouser.
Palo Alto Times—Elinor Cogswell.
Sacramento Union—Lois Clauson.
San Diego Sun—Willis Werner.
San Diego Union—Wallace Moody, Don Short.
San Francisco Chronicle—George C. Warren.
San Francisco Examiner—Ada Hanifin.
San Francisco News—Claude La Belle.
San Jose News—Stanley Waldorf.
Stockton Record—Melvin Bennett.
Woodland Democrat—Miss Elinor Hayes.

COLORADO

Denver Post—Fred Speers.
Denver Rocky Mountain News—Alberta Pike.
Greeley Tribune—F. E. Merrill.
Montrose Press—Evelyn Williams.
Pueblo Star Journal & Chieftain—Ralph Taylor, Howard Miller.

CONNECTICUT

Hartford Times—Julian B. Tuthill.
Meriden Record—Miss Julia Lansing Hull.
New Haven Register—Harold Stagg.
Norwalk Hour—Alma M. Lycett.
Norwalk Sentinel—Roger Doulens.
Stamford Advocate—Dean Hunt.
Torrington Register — H. W. Knickerbocker.
Waterbury Democrat—Margaret Maloney.

DISTRICT OF COLUMBIA

Washington Daily News—Don Craig.
Washington Star—Edward D. Meicher.
Washington Herald—Betty Hynes.
Washington Post—Nelson B. Bell.
Washington Times—Andrew R. Kelley.

FLORIDA

Jacksonville Journal—Robert Marshall.
Miami News—Marion Bell.
Miami Herald—Edgar L. Hay.
Ocala Star—Louis Chazal.
Orlando Sentinel-Reporter Star—Don Vincent.
St. Petersburg Independent—N. R. Dunlap.
Sebring American, Avon Park American—Fred S. Jones.
Tampa Times—John Watts.
West Palm Beach Post, Palm Beach Times—Beryl Lewis.

GEORGIA

Albany Herald—C. D. Tounsley.
Atlanta Constitution—Ralph T. Jones.
Atlanta Georgian American—Dudley Glass.
Atlanta Journal—Frank Daniel.
Columbus Ledger-Enquirer—F. G. Storey.

TERRITORY OF HAWAII

Honolulu Star-Bulletin—John B. Peck.

IDAHO

Boise Idaho Statesman—H. H. Miller.
Lewiston Tribune—Wendell McEwen.
Moscow News Review—Bertha Sparks.

ILLINOIS

Belleville News-Democrat—Elsie A. Kern.
Belvidere Republican—Joe E. Tabor.
Bloomington Pantagraph — Catherine Hoobler.
Chicago Evening American—Ashton Stevens.
Chicago Herald & Examiner—Carol Frink.
Chicago Journal of Commerce—Claudia Cassidy.
Chicago News—Lloyd Lewis.
Chicago Times—Gail Borden.
Chicago Tribune—Charles Collins.
Freeport Journal-Standard Pub. Co.—Flora Guiteau.
Macomb Journal—Mrs. A. L. Hainline.
Marion Republican—Oldham Paisley.
Peoria Journal—Marilee Barger.
Peoria Star—Charles B. Smith.
Quincy Herald Whig—Robert Switzer.
Robinson News—George H. McCarty.
Rock Island Argus—Mrs. Harriett Jeanes.
Waukegan News Sun—Hobart Hoye.

INDIANA

Bicknell News—Maynard Lemen.
Fort Wayne Journal Gazette—Bessie K. Roberts.
Franklin Star—Miss Bess Scheller.
Greenfield Reporter—F. E. Johnson.
Indianapolis News—Walter Whitworth.
Indianapolis Star—R. G. Tucker.
Indianapolis Times—John Thompson.
La Porte Herald-Argus—Forbes Julian.
South Bend News-Times—Paul Martin.
Terre Haute Tribune & Star—Marcee Cox, Mabel McKee.
Wabash Plain Dealer—Joe E. Palmer.

IOWA

Cherokee Times—Cholm Houghton.
Council Bluffs Nonpareil—Leroy Wallace.
Davenport Times—Rex Ballard.
Davenport Tri City Star—Jack Ramey.
Dubuque Catholic Tribune—Miss Lucy Meuer.
Keokuk Gate City—Walter Burton, Douglas Lamont.
Oskaloosa Herald—Phil Hoffmann.
Ottumwa Courier—John Reynolds.
Sioux City Tribune—Marion G. Leslie.
Spencer Reporter—Naomi Miller.

KANSAS

Chanute Tribune—Dorothy Greve.
Emporia Gazette—Miss Mae Sue Taylor.
Frankfort Index—Jim Reed.
Hutchinson News-Herald—L. W. Freeman.
Lawrence Journal-World—E. Hoff.
Manhattan Chronicle & Mercury—H. Miles Heberer.
Topeka Capital—Francis Clark.
Wichita Beacon—Albert Arkules.
Winfield Courier—Ruby W. Boory.

KENTUCKY

Lexington Leader—Fred Jackson.
Louisville Courier-Journal—Boyd Martin.
Louisville Herald-Post—Miss Mary Theobold.
Louisville Times—Dan Thompson.
Owensboro Messenger & Inquirer—L. M. Sweat.

LOUISIANA

Alexandria Town Talk—Hunter Jarreau.
New Orleans Item-Tribune—Mel Washburn.

MARYLAND

Baltimore Sun—Donald Kirkley, Gilbert E. Kanour.

MASSACHUSETTS

Boston Christian Science Monitor—Leslie A. Sloper.
Boston Post—Elliot Norton.
Gardner News—Thomas F. Flynn.
Greenfield Recorder-Gazette—Wayne A. Smith.
Holyoke Transcript-Telegram—Joseph C. Doyle.
Lowell Courier-Citizen Leader—Ethel K. Billings.
Lynn Evening Item—H. D. Valpey.
Quincy News—George Willis.
Worcester Post—Thomas V. O'Sullivan.
Worcester Telegram-Gazette—George Foxhall, Leslie E. Moore.

MICHIGAN

Adrian Telegram—Madge Milliker.
Battle Creek Enquirer & News—Kate Titus.
Detroit Free Press—Len G. Shaw.
Detroit News—Russell McLaughlin.
Flint Journal—Mildred Elwood.
Grand Rapids Herald—Mrs. Alta Lawson.
Lansing Journal—Hayden R. Palmer.
Wyandotte News—James E. Ostrum.

MINNESOTA

Albert Lea Tribune—Mrs. Addie May.
Duluth Herald & News-Tribune—Nathan Cohen, J. T. Watts.
Fairmont Sentinel—H. S. Fairley.
Mankato Free Press—Jackson How.
Minneapolis Star—John K. Sherman.

MISSISSIPPI

Greenville Democrat-Times—Ernest Smith.

MISSOURI

Chillicothe, Constitution-Tribune—Virginia Lee Page.
Joplin Globe & News Herald—Robert R. Hutchison.
Kansas City Journal-Post—Lowell Lawrence.
Kansas City Star—Landon Laird.
St. Joseph News-Press Gazette—Anna Rutt, Norman Coder.
St. Louis Globe-Democrat—Herbert L. Monk.
St. Louis Record—Dorothy Gardner.
St. Louis Star-Times—Reed Hynds.

NEBRASKA

Omaha Bee News—J. Rachman.
Omaha World-Herald—Keith Wilson.

NEVADA

Reno State Journal—Ann M. Ross.

NEW HAMPSHIRE

Laconia Citizen—Alma Gallagher.

NEW JERSEY

Atlantic City Press-Union—Howard P. Diamon.
Bayonne Times—Steven Preston.
Camden Courier Post—James M. O'Neill.
Jersey City Journal—Arthur Mackie.
Norristown Record—Marian Griffin.
Newark Sunday Call—Edward Sothern Hipp.
Newark News—Whitney Bolten.
Newark Star-Eagle—Richard Murray.
Passaic Herald-News—Leon Kondell.
Paterson Call—Edan May Rhodes.
Paterson News—Jules C. Levine.

NEW MEXICO

Gallup Independent—Wm. Harrison.

NEW YORK

Albany Knickerbocker Press—William H. Haskell.
Albany News—William H. Haskell.
Binghamton Sun—Jannie A. Mallette.
Bronx Home News—Walter Snow.
Brooklyn Citizen—Edgar Price.
Brooklyn Eagle—Arthur Pollock.
Buffalo Courier-Express—W. E. J. Martin.
Buffalo Times—Ardis Smith.
Flushing North Shore Journal—Haynes Trebor.
Kingston Leader—Charles Tiano.
New York American—Gilbert W. Gabriel.
New York Herald Tribune—Percy Hammond, Howard Barnes.
Il Progresso Italo Americano—I. C. Falbo, A. Romano.
New York Jewish Daily Forward—Ab. Cahan.
New York Jewish Day—William Edlin.
New York Mirror—Robert B. Coleman.
New York Post—John Mason Brown.
New York Sun—Richard Lockridge.
New York Times—J. Brooks Atkinson.
Wall Street Journal—Sterling Bowen.
New York World-Telegram—Robert Garland.
Norwich Sun—Rose Schriber.
Oswego Palladium Times—Miss Frances Lee.
Peekskill Star—E. Joe Albertson.
Poughkeepsie Eagle News—James F. Kieley.
Poughkeepsie Star & Enterprise—Arthur F. Wollenhaupt.
Rochester Democrat & Chronicle—Geo. L. David.
Rochester Times-Union—Amy H. Croughton.
Schenectady Gazette—Helen Clinton, Mrs. Sara Collie Smith.
Schenectady Union Star—Everett Finch.
Syracuse Herald—Chester B. Bahn.
Syracuse Journal-American—Franklin H. Chase.
Syracuse Post-Standard — Helen Tait Walker.
Tonawanda News—R. B. Hewitt.
Troy Observer Budget—Alice G. Armstrong.
Utica Observer-Dispatch—Winifred Cooper.
Utica Press—E. R. Coe.
Watertown Times—Ken Fober.
White Plains Reporter—T. Flintoff.

NORTH CAROLINA

Burlington Times-News—R. M. Hodges.
Charlotte News—Cameron Shipp.
Charlotte Observer—Richard Pitts.
Hendersonville Times-News—Henry Atkin.
High Point Enterprise—Frank Barfield.
New Bern Tribune—N. G. Gooding.
Winston-Salem Journal—Harvey Dinkins, Leo S. Dicher.

NORTH DAKOTA

Williston Herald—Frances Hamel.

OHIO

Akron, Beacon Journal—Edward E. Gloss.
Akron Times-Press—Kenneth Nichols.
Cincinnati Post—Edward Carberry.
Cincinnati Times Star—Wm. G. Stiegler.
Cleveland News—Arthur Spaeth.
Cleveland Plain Dealer—W. F. McDermott.
Cleveland Press—George Davis.
Columbus Citizen—William Cunningham.
Columbus Dispatch—Samuel T. Wilson.
Dayton Herald—William Keller.
Dayton Journal—William Keller.
Dayton News—Virginia Sturm.
Fostoria Review—La Verne Huth.
Lima News—Dale Francis.
Lorain Journal & Times—Ralph Neumeyer.
Manchester Signal—Lauradell Dugle.
Marietta Times—A. K. Bedillion.
Newark Advocate—Miss Hazel Kirk.
Painesville Telegraph—Thurse F. Sigman.
Piqua Call—Local Hill.
Portsmouth Times—Nancy Grimes.
Sandusky News—Herbert Napka.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Allen Saunders.
Toledo Times—Mitchell Woodbury.
Zanesville Times Recorder & Signal—Clare Stebbins.

OKLAHOMA

Mangum Star—J. O. Tuton.
Oklahoma City Oklahoman & Times—Noel Houston.

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Tulsa Tribune—Joe Meyer.
Tulsa World—Russell Gideon.
Woodward Press—Mrs. Irene Gay.

OREGON

Portland Journal—Harold E. Hunt.
Portland Oregonian—Herbert Larson.

PENNSYLVANIA

Allentown Morning Call—John Y. Kohl.
Bradford Era—Mary Yvo Flanigan.
Brownsville Telegraph—Jack Boyd.
Harrisburg Telegraph—Hugh McNeill, Paul Walker.
Norristown Times Herald—Richard Welsh.
Philadelphia Record—Peter Stirling.
Pittsburgh Post-Gazette—Harold Cohen.
Pittsburgh Press—Kaspar Monahan, Florence Fisher Parry.
Pottsville Journal—H. E. Hobbs.
Pottsville Republican—Miss Marion Clifford.
Punxsutawney Spirit—S. S. Smith.
Scranton Republican—Wilhelmina Weichel.
State Center Times—Margaret T. Riley.
Tarentum Valley News—George D. Stuart.
Wilkes-Barre Times Leader—Edward J. Donohue.
York Gazette & Daily—Richard Runk.

RHODE ISLAND

Newport Herald—A. D. Taylor.
Providence News-Tribune—Alfred Marcello.
West Warwick Pawtuxet Valley Times—Wilton P. Hudson.
Woonsocket Call—Mrs. Elinor V. Arnold.

SOUTH DAKOTA

Aberdeen American News—Francis C. Patten.
Pierre Capital Journal—James B. Hippie.
Sioux Falls Argus Leader—Walt Simmons.
Watertown Public Opinion—John B. Cooley.

TENNESSEE

Chattanooga News—Murray Wyche.
Chattanooga Times—Sidney M. Shalett.
Knoxville Journal—Malcolm Miller.
Knoxville News Sentinel—Bernice Morgan.
Memphis Commercial Appeal—Harry Martin.
Memphis Press Scimitar—Jack Bryan.
Nashville Banner—Francis Robinson.

TEXAS

Abilene Reporter—Mary McKenzie.
Austin Statesman—Ruth Lewis.
Big Spring Herald—Joe Pickle.
Childress Index—Howard Turtle.
Dallas News—John Rosenfield, Jr.
Dallas Times Herald—John William Rogers.
Eastland Telegram—E. Hinrichs.
El Paso Herald-Post—H. A. Michael.
El Paso Times—H. S. Hunter.
El Paso World News—H. Middlesworth.
Fort Worth Press—Jack Gordon.
Fort Worth Star-Telegram—Bess Stephenson, R. L. Randol.
Houston Post—H. McWhinney.
Houston Press—Hubert Roussel.
Palestine Herald—Franklin Bradford.
Sulphur Springs News-Telegram — Joe Woosley.
Temple Daily Telegram—Doris Killingsworth.
Waco News-Tribune—G. H. Parrick.

UTAH

Ogden Standard-Examiner — Mrs. Alice West.

VIRGINIA

Newport News Press—Fred J. Naff.
Norfolk Ledger Dispatch—Douglas Gordon.
Richmond Times-Dispatch—Mrs. Edith L. Calisch.

WASHINGTON

Seattle Post-Intellegencer — Everhardt Armstrong.
Spokane Press—Sid Copeland.
Tacoma Ledger—Terry Pettus.
Tacoma News Tribune—W. R. Stotler.
Tacoma Times—Hal S. Nelson.
Walla Walla Bulletin—Norman M. Kelly.
Walla Walla Union—Roland Miller.

WEST VIRGINIA

Charleston Gazette—Harry Flournoy.
Fairmont West Virginian—Elinor Carroll.
Grafton Sentinel—J. S. Palmer.
Hinton News—H. Martufi.
Martinsburg Journal—Miss Ruth B. Willey.

WISCONSIN

Janesville Gazette—Peg O'Brien.
Kenosha News—Olive Brossow.
Madison Capital Times—Sterling Sorenson.
Madison Wisconsin State Journal—Ken R. Kennedy.
Milwaukee Journal—Richard Davis.
Milwaukee Sentinel—Irving M. Ramsdell.
Milwaukee Wisconsin News—Roy Foley.
Milwaukee Leader—Ben Lucifer.
Wausau Daily Record-Herald—A. M. Hawley.

PUERTO RICO

San Juan El Imparcial—Nathaniel Soltero.
San Juan La Correspondencia de Puerto Rico—E. Colon Baerga.

CANADA

ALBERTA

Calgary Herald—H. D. Surplis.
Edmonton Bulletin—Dick Jackson.

BRITISH COLUMBIA

New Westminster British Columbian—McLennan R.
Vancouver Sun—Stanley Bligh.

MANITOBA

Winnipeg Free Press—F. A. Morriss.
Winnipeg Tribune—N. B. Zimmerman.

NOVA SCOTIA

Halifax Herald & Mail—Jas. W. Power.

ONTARIO

London Free Press—Miss F. B. Taylor.
Ottawa Citizen—E. W. Harrold.
Ottawa Journal—R. B. Farrell.
St. Catharines Standard—D. J. Williams.
Toronto Globe—Dr. Lawrence Mason.
Toronto Mail & Empire—Roly Young.
Toronto Star Weekly—Mr. Augustus Bridle.
Toronto Telegram—Newton Kendall.
Windsor Star—R. M. Harrison.

QUEBEC

Montreal Star—S. Morgan-Powell.
Montreal Le Devoir—Lucien Desbiens.
Montreal La Patrie—Dominque La berge.
Montreal L'Illustration—Jacques Robitaille.
Montreal Gazette—T. Archer.
Montreal Standard—R. A. Cusack.
Quebec L'Action Catholique—Dr. Philippe Roy.
Quebec L'Evenement—B. Lafleur.

BOOK CRITICS

ALABAMA

Anniston Star—M. H. Johnson.
Birmingham News Age Herald—James Saxon Childers.
Birmingham Post—W. L. Vennell.
Dothan Eagle—Dorian Stout.
Mobile Press-Register—Herbert Lyons, Jr.
Montgomery Advertiser—W. J. Mahoney.

ARIZONA

Prescott Courier Journal—Mrs. Etta Oliver.
Tucson Star—Bernice Cosulich.

ARKANSAS

Jonesboro Tribune—Donald Murray.
Fayetteville Democrat—L. S. Read.
Little Rock Arkansas Gazette—Mrs. Helen Hatley Horton.
Pine Bluff Graphic—Mrs. Mary A. Hunter.

CALIFORNIA

Alameda Times Star—H. G. Spaulding.
Bakersfield Californian—Miss Beth Dye.
Burlingame Advance Star—Rosalind C. Cargill.
Fresno Bee—B. Virginia Lee.
Glendale News-Press—J. C. Safley.
Hollywood Citizen News—Zuma Palmer.
Los Angeles Evening Post Record—Gilbert Brown.
Los Angeles Times—Paul Jordan Smith.
Napa Journal—W. S. Grant.
Oakland Tribune—A. B. Schuster.
Oxnard Daily Courier—Caryl Krouser.
Sacramento Bee—Roy V. Bailey.
Sacramento Union—Myrtle Shaw Lord.
San Diego Sun—Madonna Todd.
San Diego Union-Tribune—Max Miller.
San Francisco Chronicle—Joseph Henry Jackson.
San Francisco News—Theodore Smith.
San Jose News—Claire McDonald.
Stockton Independent—Louise Madeline Schroeder.
Woodland Democrat—Mrs. Delma Benson.

COLORADO

Colorado Springs Gazette-Telegrapm—H. K. Ellingson.
Denver Rocky Mountain News—Alberta Pike.
Fort Collins Express Courier—H. C. Webster.
Grand Junction Sentinel—Mildred Hart.
Pueblo Star-Journal & Chieftain—Frank S. Hoag, Jr.

CONNECTICUT

Bridgeport Sunday Herald—H. I. Comstock.
Hartford Times—Marian Murray.
New Haven Journal Courier—Charles P. Ives.
New Haven Register—Roger Connolly.
Norwalk Sentinel—Herbert Schwartz.
Waterbury Republican & American—Howard Smith.

DISTRICT OF COLUMBIA

Washington Herald—M. W. Flynn.
Washington News—Ruth Howell, Helen Buchalter.
Washington Post—Theodore Hall.
Washington Star—Mary Carter Roberts.
Washington Times—Frank M. Smith.

FLORIDA

Jacksonville Journal—Boyce Taylor.
Key West Star—Stephen Cochran Singleton.
Miami Herald—Miss Pauline Corley.
Miami News—Allan Cass.
St. Augustine Record—Nina Hawkins.
Sebring American Avon Park Daily American—Fred S. Jones.
Tampa Times—David E. Smiley.
Tampa Tribune—E. D. Lambright.
West Palm Beach Post-Times—Miss Emilie C. Keys.

GEORGIA

Athens Times—L. Burton.
Atlanta Constitution—H. R. Romans.
Atlanta Georgian American—G. P. Porter.
Atlanta Journal—Mrs Medora Perkerson
Ledger Enquirer—Miss Latimer Watson.
Griffin News—Quimby Melton.
Macon Telegraph & News—Aaron Bernd.
Savannah News—Miss Jane Judge.

TERRITORY OF HAWAII

Honolulu Star Bulletin—A. W. Slaten.

IDAHO

Blackfoot Bulletin—Mrs. Byrd Trego.
Boise Idaho Statesman—Virginia Moody.
Lewiston Tribune—H. H. S. Rowell.

ILLINOIS

Belleville News Democrat—Henrietta B. Schrodi.
Belvidere Republican—Guerdon Laing.
Bloomington Pantagraph—Cather. Hoobler.
Chicago Herald Examiner—Wm. Soskin.
Chicago Journal of Commerce—Mrs. Kenneth Horan.
Chicago News—Sterling North.
Chicago Times—Betty F. Borden.
Chicago Tribune—Fanny Butcher.
Harrisburg Register—Morris E. Seright.
Joliet Herald News—O. L. Anderson.
Marion Republican—Oldham Paisley, Mrs. W. O. Paisley.
Peoria Journal—Marilee Barger.
Peoria Star—C. H. Gamble.
Quincy Herald Whig—Art Higgins.
Robinson News—Mary Beth O'Mara.
Rock Island Argus—Frank E. Brandt.
Waukegan News Sun—Hobart Hoye.

INDIANA

Bedford Times—Catherine Butler.
Bicknell News—Eleanor Resler.
Fort Wayne News Sentinel—Wm. J. Cross.
Indianapolis News—Walter Whitworth.
Indianapolis Star—Mary Dyer Lemon.
Indianapolis Times—Norman Isaacs.
Kokomo Tribune—Dow Richardson.
LaPorte Herald Argus—Esther H. Waters.
New Albany Tribune—Nell Brown.
New Castle Courier Times—Scott Chambers.
Shelbyville Democrat—Martha A. Fleming.
South Bend News Times—Paul Martin.
Vincennes Post—Jean Adams Goss.
Wabash Plain Dealer—Katherine Ramsey.

IOWA

Boone News-Republican — Mary T. Goldthwaite.
Cedar Falls Record—Miss Tolley Griffin.
Cherokee Times—Max Gordon.
Davenport Times—Addie Mae Swan.
Davenport Tri City Star—C. L. Hannon.
Dubuque Catholic Tribune—Anthony F. Klinkner.
Fort Madison Democrat—W. T. Mershon.
Keokuk Gate City—F. C. Smith.
Oskaloosa Herald—Phil Hoffmann.
Ottumwa Courier—C. S. Johnston.
Shenandoah Sentinel—R. K. Tindall.
Sioux City Tribune—W. T. Towns.
Spencer Reporter—Frank Miller.
Washington Journal—Dave Elder.

KANSAS

Chanute Tribune—John P. Harris.
Concordia Blade Empire—Marian Ellet.
Emporia Gazette—William Allen White.
Frankfort Index—H. H. Hartman.
Hutchinson News-Herald—John P. Harris.
Lawrence Journal World—B. Maloney.
Leavenworth Times—Mrs. J. A. Searcy.
Manhattan Chronicle & Mercury—R. M. Seaton.
Topeka Capital.—Helene Walker.
Wichita Beacon—Polly Parsons.
Wichita Eagle—Lester Kimmel.
Winfield Courier—Ruby W. Boory.

KENTUCKY

Lexington Leader—A. B. Guthrie.
Louisville Courier-Journal—Rosamond Miller.
Louisville Herald Post—E. A. Jones.
Louisville Times—Marion Green.
Madisonville Messenger—Eloise Robinson.
Owensboro Messenger & Inquirer—Howard M. Stevenson.
Paducah Sun Democrat—Fred Neuman.

LOUISIANA

Alexandria Town Talk—Ann Whitney.
Baton Rouge State Times Advocate—Mrs. Claire Gueymard.
New Orleans Item Tribune—Katharine Salmon

MAINE

Portland Press Herald—Oscar J. Magee.

MARYLAND

Baltimore Sun—Philip M. Wagner

MASSACHUSETTS

Attleboro Sun—C. S. Sherman
Boston Christian Science Monitor—Leslie A. Sloper
Fall River Herald News—Laura O. Benoit.
Gardner News—Nason H. Arnold.
Holyoke Transcript-Telegram—Stanley McIntyre.
Lowell Courier Citizen Leader—Kent Knowlton, E. H. Wheeler.
Lynn Daily Item—H. D. Valpey.
Quincy News—Joseph Carter.
Wakefield Item—Eva G. Ripley.
Worcester Post—George T. Richardson.
Worcester Telegram Gazette—Margaret Parson.

MICHIGAN

Adrian Telegram—Madge Milliker.
Battle Creek Enquirer & News—Polly Eggleston.
Detroit Free Press—Helen C. Bower.
Detroit News—Clyde B. Beck.
Flint Journal—Willis Thorn.
Grand Rapids Herald—Mrs. Alta Lawson.
Lansing Journal—Theresa Shier.
South Haven Tribune—B. F. Clark.
Wyandotte News—James E. Ostrum.

MINNESOTA

Duluth Herald News Tribune—Nathan Cohen.
Mankato Free Press—Jackson How.
Minneapolis Star—John K. Sherman.

MISSISSIPPI

West Point Times Leader—Edgar G. Harris.

MISSOURI

Chillicothe Constitution Tribune—Mary Moore.
Excelsior Standard—E. J. Lawrence.
Kansas City Star—William Reddig.
St. Joseph News Press Gazette—Erma L. Young.
St. Louis Globe Democrat—Herbert L. Monk.
St. Louis Record—Dorothy Gardner.
St. Louis Star-Times—Reed Hynds.

NEBRASKA

Beatrice Sun—Amy Rann Bradley.
Omaha Bee News—Don Hollenbeck.
Omaha World Herald—George Grimes.

NEVADA

Reno Nevada State Journal—Ann M. Ross.

NEW HAMPSHIRE

Laconia Citizen—Ebba M. Janson.

NEW JERSEY

Atlantic City Press Union—Geo. R. Wientraub.
Bayonne Times—Steven Preston.
Camden Courier Post—Henry M. Beck.
Newark Sunday Call—Henry Hamlin.
Newark News—Max Herzberg.
Passaic Herald News—Margaret Fagan.
Paterson Call—Robert Williams.

NEW MEXICO

Gallup Independent—Wm. Harrison.
Las Cruces News—Russell H. Siner.
Raton Range—Dale Bullock.

NEW YORK

Albany Knickerbocker Press—A. Ranger Tyler.
Albany News—A. Ranger Tyler.
Binghamton Sun—Sam W. Nash.
Brooklyn Citizen—Michael March.
Brooklyn Daily Eagle—George Currie.
Buffalo Courier-Express—Bennett Davis.
Buffalo Times—Ardis Smith.
Freeport-Hempstead Nassau Review—John Desmond, Frank A. Culver, Seymore Marks.
Ithaca Journal—C. R. Rosenberry.
Jamaica L. I. Press—Gremin Zorn.
Kingston Leader—Marion Bullard.
Lynbrook Nassau Star—John Desmond, Frank A. Culver, Seymore Marks.
New York American—William Soskin.
New York Herald Tribune—Lewis Gannett, Isabel Paterson.
New York Il Progresso Italo Americano—A. Romano, I. C. Falbo.
New York Jewish Daily Forward—H. Rogoff.
New York Mirror—Charles A. Wagner.
New York Post—Herschel Brickell.
New York Sun—James C. Grey.
New York Times—John Chamberlain.
New York Wall Street Journal—B. Kilgore.
New York World Telegram—Harry Hansen.
Oswego Palladium Times—E. M. Waterbury.
Peekskill Star—J. Donald Albertson.
Poughkeepsie Eagle News—Richard E. Coon, Jr.
Poughkeepsie Star—Richard E. Coon, Jr.
Rochester Times-Union—Chas. A. S. Freeman.
Salamanca Republican-Press—John Alden.
Schenectady Gazette—Mrs. Sara Collie Smith.
Schenectady Union Star—Maud L. Wells.
Staten Island Advance—Rosemary Bevier.
Syracuse Herald—Mrs. E. H. Van Wormer.
Syracuse Post-Standard—Robert L. Venables.
Tonawanda News—R. B. Hewitt.
Troy Observer Budget—Alice C. Armstrong.
Utica Observer-Dispatch—W. W. Candee.
Utica Press—P. B. Williams.
Watertown Times—Beulah Rector.
White Plains Reporter—Ella Lowe.

NORTH CAROLINA

Hendersonville Times News—J. T. Fain, Jr.
Burlington Times News—R. M. Hodges.
Charlotte News—Cameron Shipp.
Charlotte Observer—Le Gette Blythe.
Gastonia Gazette—Ben E. Atkins.
High Point Enterprise—John Mebane.
Rocky Mountain Telegram—Mrs. Nell A. Battle.
Salisbury Post—Spencer Murphy.
Winston-Salem Journal—Bill Sharpe.

NORTH DAKOTA

Williston Herald—F. W. Compton.

OHIO

Akron Beacon Journal—Naomi Bender.
Akron Times Press—Miriam Wise.
Ashtabula Star-Beacon—J. S. Gotshall.
Cincinnati Enquirer—James Golden.
Cincinnati Post—Edward Carberry.
Cleveland Plain Dealer—E. M. Robinson.
Cleveland Press—Elrick B. Davis.
Columbus Citizen—William S. Cunningham.
Columbus Dispatch—Osman C. Hooper.
Dayton Journal—Miss Merab Eberle.
Dayton News—Blanche Gouffaut.
Fostoria Review—Constance Hopkins.
Fostoria Daily Times—Stanton Carle.
Manchester Signal—V. H. Wilkerson.
Middletown Journal—J. S. Myers.
Newark Advocate—Miss Ema Spencer.
Painesville Telegraph—Robert B. Rowley.
Piqua Call—Belle Lee Ridenour.
Portsmouth Times—Nancy Noyes Grimm.
Ravenna Courier Tribune—A. V. Dix.
Sandusky News—R. H. Hopkins.
Toledo News-Bee—Allen Saunders.
Zanesville Times Recorder & Signal—Eva McCann.

OKLAHOMA

Bartlesville Examiner—Newell G. Welty.
Blackwell Journal—Ruth Jobe.
Holdenville News—G. W. Sackett.
Oklahoma City Oklahoman & Times—Kenneth Kaufman.
Perry Journal—W. K. Leatherock.
Pawhuska Journal Capital—Rowland Blanc.
Seminole Producer—Charlotte Meeting.
Seminole Reporter—Sidney Reed.
Tulsa Tribune—Maxine Barrus.
Tulsa Daily World—Warren Abbott.
Wewoka Times Democrat—Ruben V. Peterson.
Woodward Press— Mrs. Irene Gay.

OREGON

Albany Democrat Herald—Charles D. Alexander.
Portland Journal—Eleanor T. MacMillan.
Portland Oregonian—John Piper.

PENNSYLVANIA

Allentown Call—Fred W. Weiler.
Bradford Era—Saul Applebaum.
Chester Times—R. Leslie Chrismer.
Erie Times—John Curtis.
Norristown Times Herald—Walter A. Wilson.
Oil City Derrick—John O'Donnell.
Philadelphia Record—Herschel Brickell.
Pittsburgh Post Gazette—Herman Liebert.
Pittsburgh Press—Charles P. Johnson.
Pottsville Journal—Daniel Bergen.
Pottsville Republican—J. H. Zerbey, Jr.
Scranton Republican—William J. Robertson.
State College Centre Times—W. L. Warner.
Tarentum Valley News—Mrs. Robert J. Bush.
Wilkes-Barre Record—J. Andrew Boyd.
Wilkes Barre Times Leader—W. E. Woodruff.

RHODE ISLAND

West Warwick Pawtuxet Valley Times—William J. Hammond.
Woonsocket Call—Buell W. Hudson.

SOUTH DAKOTA

Sioux Falls Argus Leader—J. A. Deroma.
Watertown Public Opinion—John B. Cooley.

TENNESSEE

Chattanooga News— A. D. Mynders.
Chattanooga Times—Gilbert E. Govan.

(Continued on page 227)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 226)

Book Editors—(Continued)

Columbia Herald—Eve Lowe.
Knoxville News-Sentinel—Lucy Templeton.
Memphis Commercial Appeal—Monte Cooper.
Memphis Press Scimitar—Marshall Smith.
Nashville Banner—Mary Stahlman Douglas.

TEXAS

Abilene Reporter—C. M. Ellis.
Austin Statesman—Charles E. Green, Ray E. Lee.
Dallas News—John H. McGinnis, Alice Bennett, Hilton R. Greer.
Dallas Times Herald—Andrew De Shong.
Eastland Telegram—E. Hinricha.
Edinburg Valley Review—Carl Armstrong.
El Paso Herald Post—Laura Scott Meyers.
El Paso Times—Gene Cunningham.
El Paso World News—Mary Mitchell.
Fort Worth Press—C. L. Douglas.
Fort Worth Star Telegram—C. A. Benson.
Galveston News—Stanley E. Babb, G. A. Sessi.
Houston Post—Mrs. Oveta C. Hobby.
Houston Press—Margaret Davis.
Lubbock Avalanche Journal—C. W. Ratliff.
Palestine Herald—Mrs. Sarah Montgomery.

UTAH

Ogden Standard Examiner—Glen Perrins.

VIRGINIA

Newport News Press—G. E. Travis.
Norfolk Ledger Dispatch—Jay Lewis.
Richmond News Leader—Murat Williams.
Richmond Times Dispatch—Frank S. Hopkins.
Waynesboro News Virginian—Louis Spilman.

WASHINGTON

Centralia Chronicle—R. W. Edinger.
Longview News—D. M. Simonsen.
Spokane Press—E. W. Jorgenson.
Tacoma Ledger—M. J. Mingo.
Tacoma News Tribune—Mrs. Page R. Hosmer.
Vancouver Columbian—H. J. Campbell.
Walla Walla Bulletin—Iris Little.
Walla Walla Union—R. W. Fisher.
Wenatchee Sun—M. A. Maus.

WEST VIRGINIA

Charleston Gazette—Harry L. Flournoy.
Grafton Sentinel—J. S. Palmer.
Point Pleasant Register—W. Cleveland Bowie.

WISCONSIN

Ashland Press—H. C. Eckman.
Janesville Gazette—Peg O'Brien.
Madison Capital Times—Mrs. Ralph Linton.
Madison Wisconsin State Journal—Maurice Rubin.
Marinette Eagle Star—Hazel Lang.
Milwaukee News—Katharine Rickman.
Milwaukee Leader—Leslie F. Cross.
Milwaukee Sentinel—Lee Berry.
Two Rivers Reporter—Mark R. Byers.
Wausau Record Herald—John Loomis.

WYOMING

Gillette American—Laurel Rice.

PUERTO RICO

San Juan El Imparcial—Guaroa Velazquez.
San Juan La Correspondencia de Puerto Rico—E. Colon Baerga.

CANADA

ALBERTA

Calgary Herald—J. E. Wodell.
Edmonton Journal—Aubrey Fullerton.

BRITISH COLUMBIA

Nelson News—F. F. Payne.
Vancouver Sun—Julia W. Henshaw.
Victoria Colonist—Mrs. M. I. Angus.

MANITOBA

Winnipeg Free Press—C. Clay.
Winnipeg Tribune—W. T. Allison.

NOVA SCOTIA

Halifax Herald & Mail—Evelyn S. Tufts.

ONTARIO

Hamilton Herald—D'Arcy Marsh.
London Free Press—A. R. Ford.
Ottawa Citizen—E. W. Harrold.
Ottawa Journal—Hon. Martin Burrell, Claire Keefer.
Toronto Globe—C. C. Jenkins.
Toronto Mail & Empire—W. H. Deacon.
Toronto Star—Augustus Bridle.
Toronto Telegram—C. W. Knowles.

QUEBEC

Montreal Gazette—A. Ayre.
Montreal Le Devoir—Camille Bertrand.
Montreal La Patrie—D. Kavanagh.
Montreal Standard—R. A. Cusack.
Montreal Star—S. Morgan Powell.
Quebec L'Action Catholique — Eugene L'Heureux.
Quebec L'Evenement—J. M. Turgeon.

SASKATCHEWAN

Saskatoon Star Phoenix—J. S. Woodward, W. Clark.

SOCIETY EDITORS

ALABAMA

Anniston Star—Iva Dove Cook
Birmingham News-Age-Herald—Mrs. C. F. Markell
Birmingham Post—Alyce Billings Walker
Decatur Daily—Mrs. B. M. Bloodworth
Dotham Eagle—Miss Theo Hall
Mobile Press & Register—Nettie Chandler.
Montgomery Advertiser—Mrs. Julia W. McKinney
Selma Times Journal—C. C. Seay
Troy Messenger—Mrs. Willie Bian Hanchey

ALASKA

Ketchikan Chronicle—Mrs. Frank Ross

ARIZONA

Douglas Dispatch—Alice Mahoney
Phoenix Arizona Republic & Gazette—Pauline Bates, Joyce Penfold
Prescott Courier & Courier-Journal—Mrs. Etta Oliver
Tucson Arizona Star—Lois Whistler

ARKANSAS

Blytheville Courier News—Mrs. S. F. Norris
El Dorado News-Times—Frances Cordell
Fayetteville Democrat—L. S. Read
Helena East Arkansas Record—Carolyn Hornor Curtis
Jonesboro Tribune—Edna Cloyd
Little Neck Arkansas Gazette—Nell Cotnam
Pine Bluff Graphic—Mrs. Mary Alice Hunter
Pocahontas Democrat—Mrs. J. W. Case
Wynne Star-Progress—Miss Kathleen Irby

CALIFORNIA

Alameda Times Star—Marge Zimmerman
Anaheim Bulletin—Adele Kunstrom Visel
Bakersfield Californian—Mae Saunders
Bekeley Gazette—Louise Murrich.
Calexico Chronicle—Antoinette Stacy
Chico Record—Vida Shepard
Colton Courier—Ione Kendall
Eureka Humboldt Standard—Eleanor Rutledge
Fresno Bee—Anne Doyle
Glendale News-Press—Katherine Sinks
Grass Valley Union—R. T. Ingram
Hanford Journal & Sentinel—Mrs. Elmer Clute
Hollister Free Lance—Kathleen Paterson
Hollywood Citizen-News—May Hobart
Lodi News-Sentinel—Emma Church
Long Beach Press Telegram & Sun—Essie Morris, Aoline Aldrich
Los Angeles Times—Juana Neal Levy
Marysville Appeal-Democrat—Ann Moncur, Ruth Sanford
Merced Sun-Star—Sybil Groves
Napa Journal—Jaqueline Brentt
Napa Register—Jean Gardner
Oakland Tribune—MaybelleWilliams
Oceanside Blade-Tribune—Ora Magee
Ontario Report—Leonard Frankish
Orange News—Amy S. Palmiter
Oroville Mercury-Register—Mrs. Vera Davis
Oxnard Courier—Mrs. Carl LaClair
Palo Alto Times—Elinor Cogswell
Redwood City Tribune—Ellamae Dodds
Sacramento Bee—Mila Landis
Sacramento Union—Lois Clauson
San Bernardino Sun-Telegram—Winifred Martin, Helyn Stewart
San Diego Sun—Anita Utt
San Diego Union—Eileen Jackson
San Diego Tribune—Shirley Miller
San Francisco Chronicle—Mrs. Mary Sutro
San Francisco Examiner—Ethel Whitmire
San Francisco News—Louise Weick
San Jose News—Elita Huggins
San Mateo Times & News-Leader—Beulah Schindler
San Rafael Independent—Florence G. Donnelly
Santa Cruz News—Janice Judah
Santa Rosa Press Democrat—Byrd Weyler Kellogg
Stockton Independent—Ralphine Brady.
Stockton Record—Elsie Flower
Turlock Journal—Virginia Hedman
Vallejo Times Herald-Chronicle—Marion Devlin
Ventura County Star—Miss Betty Cox
Ventura Free Press—Grace Monfort
Visalia Times-Delta—Ina Stephenson
Watsonville Register—Alice Mae Atkinson
Wilmington Press—Genevieve Williams
Woodland Democrat—Elinor Hayes

COLORADO

Canon City Record—Janet Sterling
Colorado Springs Gazette & Telegraph—Ellen O'Connor
Denver Post—Helen Easton
Denver Rocky Mountain News—Anne New
Durango Herald-Democrat—Lo Visa McKean
Fort Collins Express-Courier—Myra Murray
Grand Junction Sentinel—Mildred Hart, Mrs. Guy E. Jones, Atlanta Marsh
Greeley Tribune—Clemma Wilson
Lamar News—Miss Grace J. M. Speckmann
Loveland Reporter-Herald—Zelma Tesch
Montrose Press—Evelyn Williams
Pueblo Star-Journal—Grace Green
Trinidad Chronicle-News—Miss Dolores Plested
Walsenburg World-Independent—Mary M. Sandor

CONNECTICUT

Bridgeport Sunday Herald—Cary Cronan
Bristol Press—Helen Coughlin
Hartford Times—A. Lenore Cornell
Manchester Herald—Mrs. Mary Taylor
Meriden Record—Isyla K. Powers
New Haven Journal - Courier—Margaret Wilson
New Haven Register—Ruth Quint, Ruth Clouse
Norwalk Hour—Alma M. Lycett
Norwalk Sentinel—Alice E. Bates
Stamford Advocate—Mrs. Mercedes Justice
Waterbury Democrat—Helen Murphy
Waterbury Republican & American—Miss Marie Hart

DELAWARE

Wilmington News, Journal-Every Evening—Wilhelmina Syfrit, Elizabeth M. Bullock

DISTRICT OF COLUMBIA

Washington Herald—Miss Ruth E. Jones
Washington News—George Abell
Washington Post—Marie Sauer
Washington Star—Sallie Pickett
Washington Times—Flora Macdonald

FLORIDA

Clearwater Sun—Norma Preston
Daytona Beach News Journal—Elizabeth Eastman
Fort Pierce News-Tribune—Meryl Scott
Gainesville Sun—Mrs. A. M. Edwards
Jacksonville Journal—Helen Wilcox Brown
Lakeland News—Dorothy Littler
Lakeland Ledger & Star-Telegram—Marjorie H. Smith
Marianna Times-Courier—Mrs. Frances S. Daffin
Miami Herald—Miss Stella McCord
Miami News—Maude Massengale
Miami Tribune—Helen B. Rich
Ocala Star—Mrs. J. K. Ball
Orlando Sentinel & Reporter Star—Zelda Jasper
Panama City Herald—Antoinnette Veverka
St. Augustine Record—Thelma Keith
St. Petersburg Independent—Cecelia Fickling
St. Petersburg Times—Mrs. Diana P. Rowell
Sarasota Herald—Susie Levinson
Sebring American—Mrs. Hazel Lewis
Tampa Times—Mrs. B. B. Verplanck
Tampa Tribune—Gladys S. Curtis
West Palm Beach Post & Times—Mrs. Berthe E. Neil, West Palm Beach; Miss Zoe A. Conkling (Palm Beach)
Winter Haven Chief—Mrs. Ruby W. Snell

GEORGIA

Albany Herald—Mrs. George W. Nall
Americus Times-Recorder—Ann Walker
Athens Times—Virginia Dobbs
Atlanta Constitution—Mrs. Bessie S. Stafford
Atlanta Georgian - American — Elizabeth Whitman Hunt
Atlanta Journal—Mrs. Edward K. Van Winkle
Columbus Ledger-Enquirer—Miss Latimer Watson
Griffin News—Leila Hooks
La Grange News—Margaret Edmondson
Macon Telegraph & News—Mrs. H. L. McKay, Blyth McKay.
Savannah News—Catharine Charlton
Savannah Press—Catharine Charlton
Tifton Gazette—Leola Judson Greene

TERRITORY OF HAWAII

Honolulu Star Bulletin—Mrs. L. T. Gill

IDAHO

Blackfoot Bulletin—Beth Pendlebury.
Boise Idaho Statesman—Eva H. Dockery.
Couer D'Alene Press—Frances Cope.
Idaho Falls Post-Register—Edna Robinson.
Lewiston Tribune—Mrs. R. E. Hanrahan.
Moscow News Review—Bertha Sparks.
Moscow Star-Mirror—Mrs. O. C. Carssow.
Nampa Leader Herald—E. J. Ballantyne.
Pocatello Tribune Journal—Mrs. Myra K. Mullen.
Twin Falls Idaho Times—Jean Sprague.

ILLINOIS

Belleville News-Democrat—Mrs. Fred J. Kern.
Belvidere Republican—J. Stanley Bruner.
Bloomington Pantagraph—Mrs. Grace J. Austin.
Cairo Citizen—Katherine Steinhouse.
Canton Ledger—Lois Stimeling.
Centralia Sentinel—Opal Melton.
Champaign-Urbana Courier—Bernice Pollard.
Chicago American—Patricia Berry.
Chicago Calumet—Helen Bending.
Chicago Herald & Examiner—Mrs. Helen Young.
Chicago News—Miss Leola Allard.
Chicago Times—Lee Carson.
Chicago Tribune—Judith Cass.
Danville Commercial-News—Sue White.
Decatur Herald & Review—Miss Layah Riggs.
DeKalb Chronicle—Florence Bauschle.
Du Quoin News—Mrs. L. A. Cranston.
Evanston News-Index—Eleanor Bauer.
Freeport Journal-Standard—Henrietta Hill.
Galesburg Register-Mail—Hazelle Hurley.
Harrisburg Register—Alta Givens.
Joliet Herald-News—Elizabeth Wilson.
Kewanee Star-Courier—Evelyn Conklin Lynam.
LaSalle Post-Tribune—Clara Monari.
Lincoln Courier—Dolly Esders.
Macomb Journal—James Gumbart.
Marion Post—Ethel T. Holland.
Marion Republican—Mrs. W. O. Paisley.
Moline Dispatch—Mabel Eley.
Murphysboro Independent—Maxine Snyder.
Ottawa Republican-Times—Edythe M. White.
Paris Beacon-News—Mrs. Vesta Twyman.
Pekin Times—Hermina Bishop.
Peoria Journal & Transcript—Mrs. Erma Robinson, Miss Virginia McClure.
Peoria Star—Martha Hulsebus.
Quincy Herald-Whig—Elizabeth Wilson.
Robinson News—Mary Beth O'Mara.
Rock Island Argus—Mrs. Harriet Jeanes.
Springfield Illinois State Register—Mrs. Lillian Blauvelt.
Waukegan News Sun—Martha Pierce.
West Frankfort American—Ilene Hight.

INDIANA

Bedford Times—Mrs. Stanley Chrisler.
Bicknell News—Eleanor Besler.
Bloomington World—Virginia Hill.
Bluffton News-Banner—Marie Fulk.
Brazil Times—Helen Woolf.
Clinton Clintonian—Emmline Hurlaw.
Columbia City Commercial Mail & Post—Gertrude Meredith.
Elkhart Truth—Virginia Adams.
Evansville Press—Mary Hinkle Steel.
Fort Wayne Journal-Gazette—Jane S. Rothert.
Fort Wayne News-Sentinel—Helen Auchenbach.
Franklin Star—Bess Scholler.
Goshen News-Times & Democrat—Florence Swinehart.
Greenfield Reporter—Mary E. Creder.
Greensburg News—Mary K. Emmert.
Hammond Times—Kae G. Oberlin.
Huntington Herald-Press—Lilliosa Eisenhauer.
Indianapolis News—Mrs. Florence Webster Long.
Indianapolis Star—Mary Myers.
Indianapolis Times—Beatrice Burgan.
Kokomo Tribune—Frieda Haseltine.
La Porte Herald-Argus—Gertrude Childs Hayes.
Lebanon Reporter—Mrs. Alva H. Wynkoop.
Michigan City Dispatch—Mrs. H. R. "Private" Peat.
Michigan City News—Dorothy Burns.
Mount Vernon Democrat—Anne V. Fullinwider.
Muncie Star—Kathryn Applegate.
New Albany Tribune—Maxine Hook.
New Castle Courier-Times—Helen Taylor.
Peru Tribune—Marion Kreutzer.
Plymouth News—Ruby McConnell.
Plymouth Pilot—Mrs. Eva Underwood.
Princeton Clarion-News—Mary Esther McCormick.
Rushville Republican—Margaret Trader.
Shelbyville Democrat—Mary Richmond Thurston.
South Bend News-Times—Dorothy Konold.
South Bend Tribune—Bess Staples.
Terre Haute Tribune—Mary Grimes.
Terre Haute Star—Frances Hughes.
Vincennes Post—Iris Irwin.
Wabash Plain Dealer—Miss Yetive Myers.
Warsaw Times—Winnifred Davis Whitenech.

IOWA

Atlantic News-Telegraph—Arden H. Mills.
Boone News-Republican—Irma I. Masterson.
Burlington Hawk-Eye Gazette—Lucille Weinrick.
Cedar Falls Record—Kathleen Smith.
Cedar Rapids Gazette—Frances Westerfield.
Cherokee Times—Beth Wollenman.
Council Bluffs Nonpareil—Gertrude Harlan.
Creston News Advertiser—Isabelle Travers.
Davenport Times—Agnes Abrahamson.
Davenport Tri City Star—Ruth Rogers.
Des Moines Register & Tribune—Marjorie Churchill.
Dubuque Catholic Tribune—Lucy Meuer.
Dubuque Telegraph-Herald—Anne Bormann.
Estherville News—Lola Wilson.
Fairfield Ledger—Hazel Manatrey.
Fort Madison Democrat—Adella Chott.
Iowa City Iowan—Betty Pheips.
Keokuk Gate City—Laura Alton.
Marshalltown Times-Republican—Margaret Bohen.
Muscatine Journal & News Tribune—Louvae Penrose.
Nevada Journal—Nellie McNichols.
Newton News—Winifred Hundling.
Oskoloosa Herald—Mary Louise Blackford.
Ottumwa Courier—Mary Holman.
Shenandoah Sentinel—Mrs. James Howard.
Sioux City Tribune—Betty Lennon.
Spencer Reporter—Vivian Maher.
Washington Journal—Aileen Milligan.
Waterloo Courier—Louise Heflin.
Webster City Freeman-Journal—Margaret G. Swanson.

KANSAS

Abilene Chronicle—Hannah Merrill.
Arkansas City Traveler—Mrs. H. H. Hill.
Caney Chronicle—Mrs. L. T. Perrill.
Chanute Tribune—Dorothy Greve.
Clay Center Dispatch—Helen Smith.
Concordia Blade-Empire—Lillie Cook.
El Dorado Times—Mrs. J. P. Stratford.
Emporia Gazette—Miss Mae Sue Taylor.
Fort Scott Tribune-Monitor—Mrs. Alice McDermott.
Hutchinson News & Herald—Pearl Leighty.
Kansas City Kansan—Peggy McNarrey.
Lawrence Journal-World—Kathryne Wilson.
Leavenworth Times—Bessie Martin.
Manhattan Chronicle & Mercury—Charlotte Mutschler.
Newton Kansan-Republican—Evelyn B. Crandall.
Topeka Capital—Ada Montgomery.
Wichita Beacon—Jane Evans.
Wichita Eagle—Virginia Reed, Betty Stewart.
Winfield Courier—Lillian E. Hodges.

KENTUCKY

Corbin Tribune & Times—Ruth Nicholson.
Covington Kentucky Post—Margaret Arnim.
Danville Kentucky Advocate—Elizabeth King.
Danville Messenger—Julia Durham.
Lexington Leader—Helen Howard.
Louisville Courier-Journal—Emma Loving.
Louisville Herald-Post—Mrs. M. K. Underwood.
Louisville Times—Marion Green.
Madisonville Messenger — Mrs. Freeman Weldon.
Maysville Public Ledger—M. D. Mathews.
Middlesboro News—Mary Kilcoyne.
Owensboro Messenger & Inquirer—M. D. Brown.
Paducah Sun-Democrat—Louise Livingston.
Richmond Register—Mrs. T. T. Covington.
Winchester Sun—Mrs. Carl C. Robbins.

LOUISIANA

Alexandria Town Hall—Ann T. Whitney.
Baton Rouge State-Times-Morning Advocate—Mrs. Mary Champagne, Mrs. Byrne Womack.
New Orleans Item-Tribune—Burdette Huggins.

MAINE

Biddeford Journal—Mrs. Elizabeth Baker.
Portland Press Herald, Express & Sunday Telegram—Thelma Johnson, M. G. Kerr, M. Gladys Merrill.
Waterville Sentinel—Beth E. Haines.

MARYLAND

Annapolis Capital—Anne Dorsey.

(Continued on page 228)

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(*Continued from page 227*)

Society Editors—Continued

Baltimore Morning Sun—Banny McLean Near.
Baltimore Evening Sun—Gray Johnson.
Cumberland News—Peg Coulehan.

MASSACHUSETTS

Attleboro Sun—Ethel I. Macdonald.
Boston Post—C. E. L. Wingate.
Fall River Herald News—Christina Chippendale.
Greenfield Recorder-Gazette—Margaret L. Clark.
Haverhill Sunday Record—Mrs. Margaret Hursch.
Holyoke Transcript-Telegram—Miss Jean Taylor.
Lowell Courier-Citizen & Leader—Roberta M. Benedict.
Lowell Sun—Ann Donoghue.
Lynn Item—Mrs. Alice Melville.
Quincy News—Irene Weise.
Southbridge News—Estelle Benoit.
Wakefield Item—Mary L. Hurley.
Worcester Post—Anna M. Hurley.

MICHIGAN

Adrian Telegram—Madge Milliken.
Albion Recorder—Mrs. Floyd Eastman.
Battle Creek Enquirer & News—Gertrude Walker, Kate Titus.
Coldwater Reporter—Mrs. William Westendarp.
Detroit Free Press—Marjorie Avery.
Detroit News—Gladys McCracken.
Flint Journal—Miss Ethel Johnston.
Grand Haven Tribune—Mrs. A. H. Bos.
Grand Rapids Herald—Miss Frances Harland.
Ironwood Globe—Ethelyn Klein.
Lansing State Journal—Ruth J. Richards.
Muskegon Chronicle—Mrs. Minnie E. K. Gunn.
South Haven Tribune—M. D. Holubeck.
Wyandotte News—Miss G. Hamilton.

MINNESOTA

Albert Lea Tribune—Mrs. Ruth Lee.
Austin Herald—Marie Nargan.
Crookston Times—Mabelle Rasmusson.
Duluth Herald & News-Tribune—Florence Coulter, Margaret Ulvang.
Fairmont Sentinel—Mildred E. Ringeisen.
Hibbing Tribune—Eula B. Oliver, Peggy Early.
Mankato Free Press—Corol Wilson.
Minneapolis Star—Agnes Taaffe.
Rochester Post-Bulletin — Marguerite Schnorr.
St. Cloud Times-Journal—Lydia M. Gorman.
South St. Paul Reporter—Clara Mikkelson.
Willmar Tribune—Helen Rodberg.
Winona Republican-Herald—May Murray.

MISSISSIPPI

Clarksdale Register—Mrs. Maude P. Walton.
Greenwood Commonwealth—Mrs. Edwin Stainton.
Jackson News—Miss Claudia.
Laurel Leader-Call—Miss Louise Gardiner.
West Point Times Leader—Mrs. L. T. Carlisle.

MISSOURI

Boonville News—Ethel MacAaron.
Cameron News-Observer—Mrs. G. Whitaker.
Chillicothe Constitution-Tribune—Virginia Lee Page.
Excelsior Springs Standard—Faith Cravens.
Joplin Globe & News-Herald—Elizabeth R. Molloy.
Kansas City Journal-Post—Ethel McDonald.
Kansas City Star—Judd Hale.
Macon Chronicle-Herald—Willa Morris.
Marshall Democrat-News—Mrs. Ollie B. Downs.
Mexico Intelligencer—Jane Kelly.
Moberly Monitor Index—Peggy Elsea.
Neosho Democrat—Mrs. Hattie Williams.
St. Joseph News-Press—Ada Lyon.
St. Joseph Gazette—Ruth Bell.
St. Louis Globe-Democrat—Dorothy F. Bridge.
St. Louis Record—Dorothy Gardner.
St. Louis Star-Times — Edith Virginia Young.

MONTANA

Billings Gazette—Elsa Davisson.
Great Falls Tribune & Leader—Emily Stoker.
Lewistown Democrat-News—Mrs. C. G. Brown.
Whitefish Reminder—Amy J. Maher.

NEBRASKA

Beatrice Sun—Miss Hazel Sabin.
Columbus Telegram—Chester Wilson.
Fremont Tribune—Florence Swihart.
Lincoln Star—L. Greer.
Nebraska City News-Press—Ann Wary.
Omaha Bee News—Myrtle Mason.
Omaha World-Herald—Jean Speiser.

NEVADA

Las Vegas Review-Journal—Florence Lee Jones.
Reno Nevada State Journal—Alice Melarkey.
Tonopah Times Bonanza—Virginia Germain.

NEW HAMPSHIRE

Concord Monitor Patriot—Irene Shook.
Lacona Citizen—Ruth Osgood.

NEW JERSEY

Atlantic City Press Union—Marie Leeds.
Bayonne Times—Betty Higgins.
Bridgeton News—L. A. Henderson.
Camden Courier-Post—Isabel M. Ellis.
Morristown Record—Marian Griffin.
Newark Sunday Call—Myra M. Thomas.
Newark News—Raymond Gray.
Newark Star-Eagle—Miss Virginia Lee.
Passaic Herald-News—Ellen Weber Moses.
Paterson Call—Helen Galbreath.
Paterson News—Mary Rickaby.
Plainfield Courier-News—Mrs. Evelyn Hopkins.

NEW MEXICO

Clovis News-Journal—Kathryn Stanton.
Gallup Independent—Irene M. Gribben.
Las Cruces News—Miss Judith Shipe.
Las Vegas Optic—Delma Vivian.
Portales News—Mrs. M. M. Stinnett.
Roswell Record—Mrs. Grace Thorpe Gear.
Silver City Press & Independent—Inez M. Ely.
Tucumcari News—Pauline D. Sartain.
Raton Range—Dale Bullock.

NEW YORK

Albany Knickerbocker Press—Rhoda Hathaway.
Albany News—Katherine Patrick.
Ballston Spa Daily Journal—Miss Eleanore Grose.
Binghamton Sun—Jennie Alice Mallette.
Brooklyn Citizen—Lucile Mintz.
Brooklyn Eagle—Helen Brown.
Buffalo Courier-Express—Margery J. Marble.
Buffalo Times—Mary B. Richmond.
Canandiagua Messenger — Catherine E. Welch.
Catskill Mail—Gertrude M. Joseph.
Corning Leader—Miss Helen Kephart.
Dunkirk Observer—Miss Margaret Toomey.
Flushing North Shore Journal—Edith Dickson.
Freeport-Hempstead Nassau Review—Olive R. Hurlbut.
Ithaca Journal—Miss Louise Paul.
Jamaica Long Island Press—Mae Spencer.
Jamestown Journal—Gwen Johnson.
Lynbrook Nassau Star—Edith Winchenback.
Middletown Times Herald—Catherine Kennedy.
Newburgh Beacon News—Louise Sieweke.
New York American—Maury H. B. Paul.
New York Herald Tribune—Howard White.
New York Il Progresso Italo Americano—V. D'Antona, C. Amoruso.
New York Mirror—Barclay Beekman.
New York Post—Madeleine Riordan.
New York Sun—Cecil Allen.
New York Times—Frank L. Baker.
New York World-Telegram—Paul Stewart.
Niagara Falls Gazette—Miss Elizabeth Freel.
Norwich Sun—Rose Schriber.
Nyack Rockland County Journal News—Virginia Parkhurst.
Oswego Palladium-Times—Miss Josephine Pidgeon.
Peekskill Star—Jane Schumacher.
Poughkeepsie Eagle-News — Rose E. Shames.
Poughkeepsie Star & Enterprise—Laura C. Marshall.
Poughkeepsie Sunday Courier—Miss Marjorie Knox.
Rochester Democrat & Chronicle—Wanda Smith.
Hochester Times-Union—Ruth B. Chamberlain.
Rome Sentinel—Arlene La Rue.
Salamanca Republican-Press—Mrs. Arlene Ambuske.
Schenectady Gazette—Catherine Brearton.
Schenectady Union Star—Helen D. Watkins.
Staten Island Advance—Mrs. B. King.
Syracuse Herald—Mrs. E. H. Van Wormer.
Syracuse Journal-American—A. W. Morrisson.
Syracuse Post-Standard—Mrs. J. B. Barrett.
Tonawanda News—Lodema Rafter.
Troy Observer-Budget—Helen L. Collins.
Troy Record Newspapers—Mrs. Rose Einhorn.
Utica Observer-Dispatch—Alberta J. Dickinson.
Utica Daily Press—E. R. Coe.
Watertown Times—Margaret G. Burns.
White Plains Reporter—T. Flintoff.

NORTH CAROLINA

Hendersonville Times-News—Mrs. C. R. McManaway.
Asheville Citizen & Times—Mrs. L. E Fisher.
Burlington Times-News—Mrs. Walter C Brown.
Charlotte News—Mrs. A. D. Kincaid.
Charlotte Observer—Mrs. Margaret Abernathy, Mrs. Emma McMahan.
Fayetteville Observer—Mrs. T. M. Rankin.
Gastonia Gazette—Zoe K. Brockman.
High Point Enterprise—Miss Madeline Hoover.
Kinston Free Press—Marie Barnes.
New Bern Sun-Journal—Miss Gertrude Carraway.
New Bern Tribune—Lois Byrd.
Rocky Mount Telegram—Mrs. P. L. Thigpen.
Salisbury Post—Mary K. Linn.
Washington News—Mrs. O. B. Rumley.
Wilson Times—Mrs. Buelah Davis.
Winston-Salem Journal & Twin City Sentinel—Miss Eleanor Follin Miss Mamie Hegwood, Mrs. Frank Spencer, assistant.

NORTH DAKOTA

Bismarck Tribune—Miss Josephine Hosch.
Williston Herald—Frances Hamel.

OHIO

Akron Beacon Journal—Harriet Kerr.
Akron Times Press—Julianne Fitch.
Ashtabula Star-Beacon—Miss Margaret Renaud.
Athens Messenger—Marian Bush Snyder.
Bowling Green Sentinel Tribune—Minniebelle Conley.
Bucyrus Telegraph-Forum—Miss Esther Smith.
Canton Repository—Clotilda Ball.
Chillicothe News-Advertiser—Marian Neff.
Chillicothe Scioto Gazette—Edna Bier.
Cincinnati Enquirer—Marion Devereux.
Cincinnati Post—May Dearness.
Cincinnati Times Star—Mrs. Carmichael.
Cleveland News—Dorothy Harmon.
Cleveland Plain Dealer—Cornelia Curtiss.
Cleveland Press—Beth Lacy.
Columbus Citizen—Charlotte Sherwood.
Columbus Dispatch—Eleanor Addison.
Covington Stillwater Valley News—Olive Furlong.
Dayton Herald—Miss Geraldine Fox.
Dayton Journal—Mrs. Elizabeth Doody.
Dayton News—Elizabeth Lyman.
Defiance Crescent-News—Gretchen Seither.
Delaware Gazette—Elsie Leady.
Dover Reporter—Myfauney Braun.
East Liverpool Review—Sara Vodrey Gardner.
Elyria Chronicle-Telegram—Mrs. Dorothy Funk.
Findlay Republican-Courier—Helen Love.
Fostoria Review—Ange Fletcher Cole.
Fostoria Times—Irma A. De Vore.
Fremont Messenger—Miss Fannie Niebling.
Galion Inquirer—Mrs. Bernice Jackson.
Gallipolis Tribune — Mrs. Margaret D. Carter.
Hamilton Journal News—Hilda Fontaine.
Lancaster Gazette—Blanche Zink.
Lancaster Eagle—Esther Keller.
Lima News—Evelyn F. Stevenson.
Lorain Journal & Times-Herald—Rhea Soper Eddy.
Manchester Signal—Betty Lou McCormick.
Marietta Journal—Mrs. Ruby Giles.
Marietta Times—Althea Yarnell.
Marion Star—Edna S. Dutton.
Middletown Journal—Mrs. GladysDiver.
Mount Vernon Republican News—Josephine Lee.
Newark Advocate—Miss Hazel Kirk.
Norwalk Reflector-Herald — Betty M. Hanna.
Painesville Telegraph — Miss Geraldine Young.
Palestine Daily Leader—Margaret Gilbert.
Piqua Call—Lola Hill.
Pomeroy Tribune—Lena Tracy, Virginia Gregg.
Portsmouth Times—Pauline Grimes.
Ravenna Record—Leona Shafer.
Sandusky News—Phyllis McRitchie.
Tiffin Advertiser-Tribune—Myra Burkett.
Toledo Blade—Louise Carr.
Toledo News-Bee—Helen Foote Graham.
Toledo Times—V. Ida Rheinfrank.
Troy Daily News—Miss Blanche McCann.
Urbana Citizen—Kathryn Hank.
Van Wert Times—Laura Germann.
Warren Tribune Chronicle—Grace Noble, Mrs. J. J. Foley.
Wilmington Daily News-Journal—Dorothy Z. Ohmer.
Youngstown Telegram—Mrs. Marion C. McDonald.
Zanesville Times Recorder & Signal—Clare Herbert.

OKLAHOMA

Ada News—Daisy Heard.
Ardmore Ardmoreite—Ethel Rockett.
Alva Record—Mrs. A. W. Doughty.
Bartlesville Examiner—Nannette Morrison.
Bartlesville Enterprise—Meda Smith.
Beaver Times—Gladys Gibbons.
Blackwell Journal—Dorothy Frye.
Bristow Record—Cara Groom.
Duncan Banner—Doris Williamson.
Durant Democrat—Francis Holmes.
El Reno Tribune—Lois Estep.
Guymon Panhandle Herald—Virginia Cox.
Holdenville News—Lucille Witherspoon.
Holdenville Tribune—Louise Holloway.
Lawton Constitution—Cleva M. Joyner.
Mangum Star—Texanna Curtis.
Norman Transcript—Mrs. J. Hoskinson.
Oklahoma News—Irene Bowers Sells.
Oklahoma City Beacon of Capital Hill—Alice Marie Luttrell.
Oklahoma City Oklahoman & Times—Virginia Scott, Ruth Meister.
Perry Journal—Genevieve Samuelson.
Ponca City News—Bernice Denny Vance.
Sapulpa Herald—Faye Reece Dunlap.
Seminole Producer—Charlotte Meeting.
Seminole Reporter—Miss Lucile Moore.
Shawnee News and Star—Mrs. Earl Baker.
Tulsa Tribune—Mrs. Russell Planck.
Tulsa World—Mrs. Francis Lockwood.
Wewoka Times Democrat—Louise Hemphill.
Woodward Press—Mrs. Irene Gay.

OREGON

Albany Democrat Herald—Ianthe Smith.
Bend Bulletin—Marguerite Gleeson.
Eugene Register-Guard—Margaret Reid.
Grants Pass Courier—Dorcas Sheldon.
Klamath Falls News-Herald—Margaret Hauge.
Marshfield Coos Bay Times—Isabel Childs.
Medford Mail Tribune—Janet Wray Smith.
Pendleton East Oregonian—Elsie Dickson.
Portland Oregonian—Gwladys Howen.
Roseburg News-Review — Lotus Knight Porter.
The Dalles Chronicle—Miss Christine Rice.

PENNSYLVANIA

Allentown Call—Mrs. Marguerite Marvel.
Ardmore Main Line Times—Helen E. Scheehle.
Beaver Falls News-Tribune—Miss Margaret Bradshaw.
Bradford Era—Mary Yvo Flanigan.
Bradford Star & Record—Mrs. Mary McCall Allen.
Brownsville Telegraph—Wilma Sine.
Butler Eagle—Miss Mary A. Negey.
Chambersburg Public Opinion—Sydia C. Heller.
Chester Times—Mrs. Ethel G. Coates.
Connellsville—Miss Lynne B. Kincell.
Corry Journal—Thelma King.
Donora Herald-American—Anne C. O'Lenic.
Erie Times—Hy Yaple.
Greenville Record-Argus—Mrs. D. M. Martin.
Harrisburg Telegraph—Mrs. Wilbur Harris, Miss Mildred Baturin.
Jeannette News-Dispatch—Marion Hollendonner.
Kittanning Simpsons' Leader-Times—Hazel Shubert.
Lock Haven Express—Martha B. Ziegler.
Meadeville Tribune Republican—Gertrude Thomas.
McKeesport News—Eleanor Kratzer.
New Castle News—Miss Jean Glenn.
Norristown Times Herald—Miss Margaret Weaver.
Oil City Derrick—Betty Kramer.
Philadelphian Record—Judith Jennings.
Pittsburgh Post-Gazette—Mrs. A. R. Lesh.
Pittsburgh Press—Adele Moyer.
Pottstown Herald—Ginerva Krause.
Pottstown Mercury-News—Agnes M. Prince.
Pottsville Journal—Mrs. Perdita Pence Howelll
Punxsutawney Spirit—Huey Fitzsimmons.
The Scrantonian—Elizabeth Reynolds.
Scranton Republican—Wilhelmina Weichel.
Scranton Times—Leona Fay.
Sheron Herald—Miss Charlotte Samuel, Miss Sara McDonnell.
Somerset Herald—Mary Black.
State College Centre Times—Marguerite Smith.
Stroudsburg Record—Madeline Hanna.
Tarentum Valley News—Mrs. Robert J. Bush.
Uniontown Herald & Genius—Miss Edith E. Sturgis.
Wilkes-Barre Record—Dorothy Eshelman.
Wilkes-Barre Sunday Independent—Marion C. McKeown.
Wilkes-Barre Times-Leader—Gertrude Thomas.
Waynsboro Record Herald—Charlotte Fix.
York Gazette & Daily—Miss May McMarus.

RHODE ISLAND

Newport Herald—W. D. Hazard.
Providence News-Tribune—Elizabeth Williams.
Westchester Local News—E. Jeanette Short.
West Warwick Pawtuxet Valley Times—Wilton P. Hudson.
Woonsocket Call—Mrs. Elinor V. Arnold.

SOUTH CAROLINA

Greenville News—Miss Lutie McGee, Mrs. W. P. Barton.
Greenwood Index-Journal—Miss Sara Carlisle.
Spartanburg Herald Journal—Mrs. M. A. Phifer, Miss Hattie Boyd.

SOUTH DAKOTA

Aberdeen American News—Nancy Rosendal.
Pierre Capital Journal—Marion Holst.
Sioux Falls Argus Leader—Lois Thrasher.
Rapid City Journal—Cecile Vincent.
Watertown Public Opinion—Josephine Elliott.

TENNESSEE

Chattanooga News—Miss Adelaide Cooke.
Chattanooga Times—Miss Jessie Turner.
Columbia Herald—Mrs. Eve Lowe.
Elizabethton Star—Mrs. Catherine Slagle.
Jackson Sun—Mrs. A. B. Dancy.
Johnson City—Martha Mahoney, Licia Burbage.
Knoxville Journal—Patty Boyd.
Knoxville News-Sentinel—Catherine Hooper.
Memphis Commercial Appeal—Ida Myers Penn.
Memphis Press Scimitar—Mary Raymond.
Nashville Banner—Miss Fermine Pride.

TEXAS

Abilene Reporter—Mrs. Leltie Faucett.
Austin Statesman—Mrs. M. C. Cook, Lorraine Barnes.
Amarillo Globe News—Mildred True.
Big Spring Herald—Mrs. Ona R. Parsons.
Borger Herald—Valda Cypher.
Brownsville Herald—Peggy Lamberton.
Brownwood Bulletin—Mrs. Rosalie Beadel.
Bryan Eagle—John Sidney Smith.
Childress Index—Laura Tannahill.
Cleburne Times Review—Celest Ballinger Bounds.
Corpus Christi Caller-Times—Eva Beth Sellers.
Dalhart Texan—Marie Harrison Gibsey.
Dallas News—Miss Mary Toomey, Mary Alice Wilson.
Dallas Times Herald—Allena Duff James.
Eastland Telegram—Mrs. K. W. Jackson.
Edinburg Valley Review—Dorothy Duncan.
El Paso Times—Ollie P. Lansden.
El Paso World-News—Mrs. Adelaide Stiles.
Fort Worth Press—Edith Alderman Guedry.
Fort Worth Star-Telegram—Mary Sears, Mary Wynn.
Galveston News—Helen Mary Garbade, Sara Ellen Davidge.
Goose Creek Sun—La Verne Hester.
Hillsboro Mirror—Thelma Webb.
Houston Post—Mrs. Velina K. Soule.
Kilgore News—Leise Galloway.
Longview Journal & News—Mrs. Julia Acker.
Lubbock—Avalanche Journal—Margaret Turner.
Lufkin News—Elizabeth A. Hurley.
Mexia News—Mrs. John Bennett.
Palestine Herald—Mrs. Sarah Montgomery.
Pampa News—Sue Vinson.
Ranger Times—Arritta Davenport.
San Angelo Standard-Times—Ruby Leva.
San Marcos News—Mrs. J. W. Ansell.
Shamrock Texan—Virginia Anderson.
Sulphur Springs News-Telegram—Miss Mary McDonald.
Temple Telegram—Doris Killingsworth.
Waco News-Tribune & Times Herald—Helen Baldwin.

UTAH

Ogden Standard-Examiner—Mrs. Allie West.

VERMONT

Brattleboro Reformer—Mrs. Grace Doak.

VIRGINIA

Charlottesville Progress—Elizabeth Moon.
Covington Virginian—Mrs. W. E. Waddell.
Danville Register & Bee—Kate Wilkinson.
Martinsville Bulletin—Mrs. Mildred Bedner Stone.
Newport News Press—Margaret Flannagan.
Norfolk Ledger Dispatch—Mrs. Virginia Pender.
Portsmouth Star—L. J. Triplett.
Pulaski Southwest Times—Eleanor Imboden.
Richmond News Leader—Miss Mary Traylor.
Richmond Times-Dispatch—Mrs. Courtney M. Gresham.
Roanoke Times—H. P. Chapman, Mrs. J. W. Sherman.
Suffolk News Herald—Mrs. Florence Rogers.
Waynesboro News-Virginian — Margaret Moore.
Winchester Star—C. G. Wilkins.

WASHINGTON

Centralia Chronicle—Majorie Ort.
Ellensburg Record—Mrs. Bess Kaynor.
Everett News—Fern Bagley.
Kelso Tribune—Agnes Bauch.
Longview News—Ruth Sweeney.
Olympia Olympian—Helen Kammeyer.
Port Angeles News—Beth Webster.
Seattle Post-Intelligencer—Helene Cole.
Spokane Press—Rose Doran.
Tacoma Ledger—Mrs. Evelyn Chuntier.
Tacoma News Tribune—Mrs. Mary Stacy Thomson.
Tacoma Times—Echo Hassarud.
Vancouver Columbian—Patricia Ryan.
Walla Walla Bulletin—Iris Little.
Walla Walla Union—Mrs. R. N. McEwen.
Wenatchee Sun—M. A. Maus.
Yakima Herald—Frances Hines.
Yakima Republic—Bonnie Wiley.

(*Continued on page 229*)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 228)

SOCIETY—(Continued)

WEST VIRGINIA

Beckley Post Herald—Nannie Ellen Gadd, Mrs. Lydia Sessions.
Charleston Gazette—Mrs. Virginia Murray.
Fairmont West Virginian—Miss E. S. Stone.
Grafton Sentinel—Miss Jerry Morgan.
Hinton News—Eleanor Wilson.
Huntington- Herald Dispatch & Advertiser—H. D., Bill Estler, Adv., Mrs. Maude Dudley.
Logan Banner—Mary Scales.
Martinsburg Journal—Miss Ruth B. Willey.
Morgantown Dominion News—Mrs. Maude Patterson Mary Tait.
Point Pleasant Register—Anita Hite Bowie
Weirton Times—Patty Lou Bowers
Williamson News—Mrs. Martha Curry

WISCONSIN

Appleton-Post Crescent—Nellie Chamberlain, Yvonne Catlin
Ashland Daily Press—Mrs. R. F. Merritt
Berlin Evening Journal—Ruth Botz
Fond du Lac—Commonwealth Reporter—Katherine McGivern
Janesville Gazette—Peg O'Brien
Kenosha News—Marie Ludwig
Madison Capital Times—Mary Brandel
Madison Wisconsin State Journal—Louise Marston
Manitowoc Herald-Times—Lucille Gerl
Marinette Eagle Star—Lillian G. Le Roy
Milwaukee Journal—Marcella Salb
Milwaukee News—Elizabeth Scott Hunt
Milwaukee Leader—Ann Jochims
Milwaukee Sentinel—Beulah Donohue Hochstein, Mrs. Margaret Fitch Van Alyea
Rhinelander News—Myrtle Borchardt
Superior Telegram—Mrs. Burnette Peterson
Two Rivers Reporter—Mrs. Lila Glomstead
Waukesha Freeman—Hazel Bivins
Wausau Record-Herald—Mrs. C. B. Walworth
Wisconsin Rapids Tribune—Lorena Paap

WYOMING

Casper Tribune Herald—Inez Babb Taylor
Gillette American Journal—Miss Lucille George
La Crosse Tribune—Susan McCabe

ALASKA

Anchorage Times—Evangeline R. Atwood

CANADA

ALBERTA

Calgary Herald—F. M. Ferguson
Edmonton Bulletin—Miss Ruth Bowen
Edmonton Journal—Miss Jessie Potter

BRITISH COLUMBIA

Nanaimo Free Press—Miss D. Thomson
Nelson News—Mrs. M. Vimeux
New Westminster British Columbian—Mrs C. D. Peele
Vancouver Sun—Helen Ried Effinger
Victoria Colonist—Miss Barbara Bullock Webster

MANITOBA

Winnipeg Free Press—Mrs. C. E. L'Ami
Winnipeg Tribune—Mrs. R. Patton
Glace Bay Gazette—M. MacNeill

NEW BRUNSWICK

Moncton Times—C. G. Gauonk

NOVA SCOTIA

Sydney Post Record—Miss G. Clavesson

ONTARIO

Belleville Intelligencia—Agnes Gallagher
Chatham News—Mrs. Mary E. McCoig
Guelph Mercury—Miss E. H. Brydon
Kitchener Record—Miss Lila Donley
London Free Press—Miss F. B. Taylor
Ottawa Citizen—Miss Jean Logan
Ottawa Journal—Miss Kay Dillon
Peterborough Examiner—Miss McCarthy
St. Catharines Standard—Mrs. M. McKay
Sarnia Canadian Observer—M. Hueston
Toronto Globe—Miss Lois Reynolds
Toronto Mail & Empire—Miss Edith Adams
Toronto Star—J. E. Holman
Toronto Telegram—Helen Allen

QUEBEC

Montreal Le Canada—Mrs. Odette Oligny
Montrea La Patrie—Bella Cousineau (Miss)
Montreal L'Illustration—Jovette Bernier
Montreal Gazette—Miss I. A. Cains
Montreal Standard—Heather Black
Montreal Star—Miss G. Holland
Quebec L'Action Catholique—M. Pelletier
Quebec L'Evenement—R. Roy
Quebec Le Soleil—Miss A. Denault
Sherbrooke La Tribune—Miss Cecile Bouchard

SASKATCHEWAN

Moose Jaw Times Herald—Miss Lillian Oman
Regina Leader-Post—Miss Irene Moore
Saskatoon Star-Phoenix—Mrs. E. Gould

PUERTO RICO

San Juan El Imparcial—Rafael Gil Lamadrid
San Juan La Correspondencia de Puerto Rico—Fanny Freyre

WOMAN'S PAGE EDITORS

ALABAMA

Anniston Star—Iva Dove Cook.
Birmingham News-Age-Herald—Mrs. C. F. Markell.
Decatur Daily—Mrs. B. M. Bloodworth.
Dothan Eagle—Miss Theo. Hall.
Mobile Press & Register—Miss Anna Battle.
Montgomery Advertiser—Mrs. Julia W. McKinney.
Troy Messenger—Mrs. Willie Bian Hanchey.

ARIZONA

Douglas Dispatch—Miss Alice Mahoney.
Phoenix Arizona Republic & Gazette—Paule Bates, Joyce Penfold.
Prescott Courier & Journal—Mrs. Etta Oliver.
Tucson Star—Lois Whistler.

ARKANSAS

Eldorado News-Times—Miss Frances Cordell.
Fayetteville Democrat—L. S. Read.
Helena East Arkansas Record—Carolyn Hornor Curtis.
Jonesboro Tribune—Horace Cate.
Little Rock Arkansas Gazette—Nell Cotnam.
Pine Bluff Graphic—Mrs. Mary Alice Hunter.
Pocahontas Democrat—Mrs. J. W. Case.
Wynne Star-Progress—Kathleen Irby.

CALIFORNIA

Anaheim Bulletin—Adele Runstrom Visel.
Bakersfield Californian—Miss Beth Dye.
Colton Courier—Ione Kendall.
Eureka Humboldt Standard—Eleanor Rutledge.
Glendale Newz-Press—Katherine Sinks.
Grass Valley Union—E. G. Kinyon.
Hollywood Citizen-News—Patricia Kilroran.
Lodi News-Sentinel—Emma Church.
Long Beach Press Telegram & Sun—Homer K. Johnston.
Los Angeles Post-Record—Gertrude Price.
Los Angeles Times—Don Kastler.
Napa Journal—Jacqueline Brentt.
Napa Register—Jean Gardner.
Oxnard Courier—Mrs. Carl LaClair.
Redwood City Tribune—Ellamae Dodds.
Sacramento Bee—Clara Guthrie.
Sacramento Union—Ruth Rees.
San Bernardino Sun-Telegram — Meta Buckner.
San Diego Sun—Oriole Evans.
San Diego Union & Tribune—Irene M. Clark.
San Francisco News—Charles E. Massey.
San Jose News—Ada Jane Kimball.
Stockton Record—Idamae Johnson.
Ventura County Star—Miss Betty Cox.
Ventura Free Press—Grace Monfort.
Vallejo Times Herald & Chronicle—Marian Devlin.
Wilmington Press—Genevieve Williams.
Woodland Democrat—Elinor Hayes.

COLORADO

Denver Post—Katherine Dines Prosser.
Denver Rocky Mountain News—Anne New.
Durango Herald-Democrat — Katherine Segerberg.
Montrose Press—Evelyn Williams.
Pueblo Star Journal—Hazel Smith.

CONNECTICUT

Bristol Press—Mrs. Doris L. Johnson.
Danbury News-Times—Miss Robina Clark.
Hartford Times—Gladys Tracy.
Manchester Herald—Mrs. Mary Taylor.
Meriden Record—Julia Lansing Hull.
New Haven Register—Ruth Quint.
Norwalk Sentinel—Alice E. Bates.
Stamford Advocate—Mrs. Mercedes Justice.
Waterbury Democrat—Margaret Maloney.
Waterbury Republican & American—Miss J. Goumey.

DISTRICT OF COLUMBIA

Washington Herald—Miss Virgila Stephens.
Washington News—Betty Garnett.
Washington Post—Malvina Lindsay.
Washington Star—Betsy Caswell.
Washington Times—Jean Green.

FLORIDA

Fort Pierce News-Tribune—Meryl Scott.
Jacksonville Journal—Helen Wilcox Brown.
Lakeland News—Dorothy Littler.
Lakeland Ledger & Star-Telegram—Marjorie H. Smith.
Marianna Times-Courier—Mrs. Frances S. Daffin.
Miami Herald—Miss Jefferson Bell.
Miami News—Grace Stone Hall.
Sarasota Herald—Marion Hobson.
Sebring American—Mrs. Hazel Lewis.
Tampa Times—Mrs. B. B. Verplanck.
Tampa Tribune—Gladys S. Curtis.
West Palm Beach Post & Times—Mrs. Berthe E. Nell.

GEORGIA

Albany Herald—Mrs. George W. Nall.
Athens Times—Lois Burton.
Atlanta Constitution—Lillie May Robinson.
Atlanta Georgian-American—Mabie Stanton Barker.
Atlanta Journal—Mrs. Edward K. Van Winkle.
Columbus Ledger-Enquirer—Miss Latimer Watson.
Griffin News—Miss Leila Hooks.
La Grange News—Eleanor Orr.
Marietta Journal—Mrs. Ruby Giles.
Savannah News—Miss Catharine Charlton.
Savannah Press—Catharine Charlton.
Tifton Gazette—Leola Judson Greene.

TERRITORY OF HAWAII

Honolulu Star Bulletin—Mrs. L. T. Gill.

IDAHO

Boise Idaho Statesman—Eva H. Dockery.
Idaho Falls Post-Register—Edna Robinson.
Moscow News Review—Bertha Sparks.
Twin Falls Idaho Times—Jean Sprague.

ILLINOIS

Belleville News-Democrat—Elsie A. Kern.
Belvidere Republican—J. Stanley Bruner.
Bloomington Pantagraph — Mrs. E. R. Brindley.
Chicago American—Patricia Berry.
Chicago Calumet—Helen Bending.
Chicago Herald & Examiner—Hubert Rees.
Chicago News—Leola Allard.
Chicago Times—Rosalie Adams, Mary Kathryn Flanagan.
Chicago Tribune—Ruth De Young.
Danville Commercial News—Jessie Borror.
Du Quoin News—Miss Alvena Keiner.
Evanston News-Index—Mary K. Reif.
Freeport Journal-Standard — Clara Bell Graves.
Galesburg Register-Mail—Hazelle Hurley.
Joliet Herald-News—Dorothy Lentz.
Macomb Journal—James Gumbart.
Marion Republican—Mrs. W. O. Paisley.
Murphysboro Independent—Margaret Shadrun.
Paris Beacon-News—Mrs. Vesta Twyman.
Peoria Star—Matha Hulsebus.
Quincy Herald-Whig—Mary Shultis.
Robinson News—Merle M. Richards.
Springfield Illinois State Register—Mrs. Lillian Blauvelt.
Waukegan News-Sun—Martha Pierce.
Wheaton Journal—Virginia Riesterer.

INDIANA

Bedford Times—Catherine Butler.
Bicknell News—Eleanor Resler.
Bloomington World—Virginia Hill.
Clinton Clintonian—Emiline Hurlaw.
Fort Wayne News-Sentinel—Helene R. Foellinger.
Franklin Star—Bess Scholler.
Goshen News-Times & Democrat—Florence Swinehart.
Greenfield Reporter—Mary E. Creder.
Hammond Times—Kae G. Oberlin.
Huntington Herald-Press—Lilliosa Eisenhauer.
Indianapolis News—Mrs. Florence Webster Long.
Indianapolis Star—Kathryn E. Pickett.
Kokomo Tribune—Kathleen Cooper.
LaPorte Herald-Argus—Gertrude Childs Hayes.
Michigan City News—Dorothy Misener.
New Albany Tribune—Nell Brown.
New Castle Courier-Times—Helen Taylor.
Peru Tribune—Marion Kreutzer.
Plymouth Pilot—Mrs. Florence Riddick Boys.
Princeton Clarion-News—Mary Esther McCormick.
Shelbyville Democrat—Hortense Montgomery.
South Bend News-Times—Marie Cooney.
Terre Haute Tribune—Anna Bowles Wiley.
Terre Haute Star—Mabel McKee.
Warsaw Times—Winifred Davis Whiteneck.
Washington Journal—Aileen Milligan.
Webster City Freeman-Journal—Margaret G. Swanson.

IOWA

Atlantic News-Telegraph—Arden H. Mills.
Boone News-Republican—Mary T. Goldthwaite.
Cedar Falls Record—Kathleen Smith.
Cherokee Times—Beth Wollenman.
Creston News Advertiser—Margaret Black.
Davenport Tri City Star—Marion Pedersen.
Dubuque Catholic Tribune—Lucy Meuer.
Dubuque Telegraph-Herald—Anne Bormann.
Estherville News—Dorothy Storey.
Fort Madison Democrat—Adela Chott.
Keokuk Gate City—Laura Alton.
Oskaloosa Herald—Phil Hoffmann.
Ottumba Courier—Mary Holman.
Shenandoah Sentinel—Mrs. James Howard.
Sioux City Tribune—Betty Lennon.
Spencer Reporter—Dessie Wyath.

KANSAS

Abilene Chronicle—Anita Carr.
Caney Chronicle—Mrs. L. T. Perrell.
Chanute Tribune—Dorothy Greve.
Concordia Blade-Empire—Lillie Cook.
Emporia Gazette—Miss Mae Sue Taylor.
Hutchinson News & Herald—Martha Combs.
Lawrence Journal-World—Kathryne Wilson.
Leavenworth Times—Bessie Martin.
Topeka Capital—Ada Montgomery.
Wichita Beacon—Jessie Lou Tucker.
Wichita Eagle—Virginia Reed, Betty Stewart.
Winfield Courier—Lillian E. Hodges.

KENTUCKY

Corbin Tribune & Times—Ruth Nicholson.
Danville Kentucky Advolate—Elizabeth King.
Louisville Courier-Journal — Donie Carmack.
Louisville Herald-Post—Molly Clowes.
Louisville Times—Dan Thompson.
Middlesboro News—Mary Kilcoyne.
Paducah Sun-Democrat—Louise Livingston.

LOUISIANA

Alexandria Town Talk—Ann T. Whitney.
New Orleans Item-Tribune—Anna B. Gihon.

MAINE

Portland Press Herald, Express & Telegram—Ina B. Somerville.

MARYLAND

Baltimore Sun—Frances Shattuck Nyburg.
Cumberland News—Sara Roberta Getty.
Hagerstown Herald-Mail—Frances Patrick, Mary Pennington.

MASSACHUSETTS

Boston Christian Science Monitor—Millicent J. Taylor.
Boston Post—C. E. L. Wingate.
Fall River Herald News—Christina Chippendale.
Greenfield Recorder-Gazette—Margaret L. Clark.
Holyoke Transcript-Telegram—Miss Ellen J. Blanning.
Lowell Courier-Citizen & Leader—Roberta M. Benedict.
Lowell Sun—Georgianna S. Paquette.
Lynn Item—Mrs. Alice Melville.
Quincy News—Helen Hopkins.
Wakefield Item—Mary L. Hurley.
Worcester Post—Ray Olsen.
Worcester Telegram & Gazette—Marie E. Soiling.

MICHIGAN

Adrian Telegram—Madge Milliken.
Albion Recorder—Mrs. Floyd Eastman.
Battle Creek Enquirer & News—Kate Titus.
Detroit Free Press—Douglas D. Martin.
Detroit News—Mrs. C. N. Smith.
Flint Journal—Miss Ethel Johnston.
Grand Rapids Herald—Mrs. Alta Lawson.
Lansing State Journal—Ruth J. Richards.
St. Louis Globe-Democrat—Katharine Darst.
South Haven Tribune—M. D. Holubeck.
Sturgis Journal—Jennie Crane.
Wyandotte News—Miss G. Hamilton.

MINNESOTA

Austin Herald—May Thompson.
Duluth Herald & News-Tribune—Florence Coulter, Margaret Ulvang.
Fairmont Sentinel—Mildred E. Ringeisen.
Hibbing Tribune—Eula B. Oliver, Peggy Early.
Mankato Free Press—Corol Wilson.
St. Cloud Times-Journal—Lydia M. Gorman.
So. St. Paul Reporter—Clara Mikkelson.
Winona Republican-Herald—May Murray.

MISSISSIPPI

Greenville Democrat-Times—Mrs. L. P. Smith.
Greenwood Commonwealth—Mrs. Edwin Stainton.
Jackson News—Miss Claudia.
West Point Times Leader—Mrs. E. G. Harris.

MISSOURI

Boonville News—Ethel MacAaron.
Cameron News-Observer—Mrs. G. Whitaker.
Joplin Globe & News Herald—Elizabeth R. Molloy.
Kansas City Journal-Post—Mrs. W. D. Rinkle.
Kansas City Star—Nell Snead.
Marshall Democrat-News—Mrs. Ollie B. Downs.
Mexico Intelligencer—Miss Jane Kelly.
St. Joseph News-Press & Gazette—Anna Rutt, Ruth Bell.
St. Louis Record—Dorothy Gardner.
St. Louis Star-Times—Mrs. Edith Mathews.

MONTANA

Great Falls Tribune & Leader—Emily Stoker.

NEBRASKA

Omaha World-Herald—Jean Speiser.

NEW JERSEY

Bayonne Times—Betty Higgins.
Bridgeton News—L. A. Henderson.
Camden Courier-Post—Isabel M. Ellis.
Millville Republican—Helen S. Tozar.
Newark Sunday Call—Josephine Lawrence.
Newark News—Arthur Sylvester.
Newark Star-Eagle—Miss Matherine Steelman.
Passaic Herald-News—Lee Starke.
Paterson Call—Helen Galbreath.
Paterson News—Norma Holden.

NEW MEXICO

Gallup Independent—Irene M. Gribbin.
Las Cruces News—Miss Judith Shipe.
Las Vegas Optic—Delma Vivian.
Portales News—Mrs. M. Stinnett.
Raton Range—Dale Bullock.
Silver City Press—Inez M. Ely.

NEW YORK

Albany Knickerbocker Press—Rhoda Hathaway.
Albany News—Margaret Steele.
Ballston Spa Daily Journal—Miss Eleanore Grose.
Binghamton-Sun—Letitia Jane Lyon.
Brooklyn Citizen—Lucile Mintz.
Brooklyn Eagle—Jane Corby.
Buffalo Times—T. Frank Lonergan.
Catskill Mail—Elizabeth M. Boice.
Corning Leader—Miss Helen Kephart.
Freeport - Hempstead Nassau Review—Agnes McCloskey.
Jamestown Journal—Gwen Johnson.
Middletown Times Herald—Catherine Kennedy.
New York American—Prunella Wood.
New Il Progresso Italo Americano—Maria Luisa Falbo.
New York Jewish Daily Forward—Regina Frischwasser, recipes, etc.
New York Post—Anne Hirst Curry.
New York Sun—Mary Watts.
New York World-Telegram—Dorothy Dunbar Bromley, columnist, Elizabeth Clark, Editor.
Norwich Sun—Rose Schriber.
Oswego Palladium Times—Miss Frances Lee.
Peekskill Star—J. Donald Albertson.
Poughkeepsie Star—Laura C. Marshall.
Poughkeepsie Sunday Courier—Miss Marjorie Knox.
Rochester Democrat & Chronicle—Jane Fales.
Rochester Times-Union—Jean O. Fredericks.
Salamanca Republican-Press—Mrs. Arlene Ambuske.
Schenectady Gazette—George Lindsey.
Schenectady Union Star—Marie A. Cullen.
Syracuse Herald—Mrs. E. H. Van Wormer.
Syracuse Journal-American—A. W. Morrison.
Syracuse Post-Standard—Mary Milda Zoretskie.
Tonawanda News—Lodema Rafter.
Troy Observer Budget—Helen L. Collins.
Troy Record Newspapers—Della E. Stewart.
Utica Observer-Dispatch—W. J. Woods.
Utica Press—E. R. Coe.
White Plains Reporter—T. Flintoff.

NORTH CAROLINA

Asheville Citizen & Times—Miss Ruth Penland.
Burlington Times-News—Mrs. Walter C. Brown.
Fayetteville Observer—Mrs. T. M. Rankin.
High Point Enterprise—Miss Madeline Hoover.
Kinston Free Press—Marie Barnes.
New Bern Sun-Journal—Miss Gertrude Carraway.
New Bern Tribune—Lois Byrd.
Salisbury Post—Mary K. Linn.
Wilson Times—Sue Jordan.

NORTH DAKOTA

Bismarck Tribune—Miss Josephine Hosch.
Williston Herald—Phyllis S. Polk.

OHIO

Akron Beacon Journal—Ethel Myers.
Akron Times-Press—Arletta Weimer.
Athens Messenger—Marian Bush Snyder.
Bowling Green Sentinel Tribune—Minnie-belle Conley.
Cincinnati Enquirer—Mary F. Gorey.
Cincinnati Post—Adele Slade.
Cincinnati Times Star—Sarah Austin.
Cleveland Plain Dealer—Harlowe Hoyt, V. B. Gray.
Cleveland Press—Etta B. Wilson.
Columbus Citizen—Mary Jose.
Columbus Dispatch—Dorothy Todd Foster.
Dayton Herald—Miss Anne O'Quinn.
Dayton Journal—Miss Anne O'Quinn.
Dayton News—Mary D. Thacker.

(Continued on page 230)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 229*)

Woman's Page Editors—(Continued)

Defiance Crescent-News—Gretchen Seither.
Delaware Gazette—Elsie Leady.
Fostoria Review—Ange Fletcher Cole.
Fostoria Times—Irma A. De Vore.
Fremont Messenger—Miss Fannie Niebling.
Galion Inquirer—Mrs. Harriett Cummins.
Hamilton Journal News—G. A. Leiter.
Lancaster Eagle—Esther Keller.
Lima News—Evelyn F. Stevenson.
Lorain Journal & Times-Herald—Mary Lee Tucker.
Manchester Signal—W. H. Wilkerson.
Marion Star—Edna S. Dutton.
Mount Vernon Republican News-Banner—Josephine Lee.
Newark Advocate—Miss Hazel Kirk.
Painesville Telegraph — Miss Geraldine Young.
Piquia Call—Lola Hill.
Sandusky News—Phyllis McRitchie.
Tiffin Advertiser-Tribune—Myra Burkett.
Toledo Blade—Helen Murphy.
Toledo News-Bee—Marie Hartough.
Toledo Times—Holly Barr.
Troy Daily News—Miss Blanche McCann.
Urbana Citizen—Kathryn Hank.
Youngstown Telegram — Miss Florence Barry.
Zanesville Times Recorder & Signal—R. Riggs.

OKLAHOMA

Ada News—Daisy Heard.
Bartlesville Examiner—Nannette Morrison.
Guymon Panhandle Herald—Mrs. Giles E. Miller.
Holdenville News—Lucille Witherspoon.
Holdenville Tribune—Nina Ruth Branson.
Mangum Star—Texanna Curtis.
Norman Transcript—Mrs. Jo Hoskinson.
Oklohoma City News—Irene Bowers Sells.
Ponca City News—Bernice Denny Vance.
Seminole Producer—Charlotte Meeting.
Seminole Reporter—Miss Lucile Moore.
Tulsa Tribune—Robert Weitz.
Tulsa World—Mrs. B. A. Bridgewater.
Woodward Press—Mrs. Irene Gay.

OREGON

Albany Democrat-Herald—Ianthe Smith.
Bend Bulletin—Marguerite Gleeson.
Eugene Register-Guard—Margaret Reid.
Pendleton East Oregonian—Elsie Dickson.
Portland Oregon Journal—Charles T. Hoge.
Portland Oregonian—Freda Goodrich Mowrey.
Salem Oregon Statesman—Jessie Steele.

PENNSYLVANIA

Ardmore Main Line Times—Helen E. Scheehle.
Beaver Times—Gladys Gibbons.
Beaver Falls News-Tribune—Miss Margaret Bradshaw.
Brownsville Telegraph—Wilma Sine.
Butler Eagle—Miss Mary A. Negley.
Chester Times—Mrs. Ethel G. Coates.
Donora Herald American—Anne C. O'Lenic.
Easton Express—Catharine McGrath.
Erie Times— Mary McKee.
Johnstown Democrat—S. C. Stewart.
Johnstown Tribune—S. C. Stewart.
Lock Haven Express—C. Margaret Hennessey.
Norristown Times Herald—Miss Margaret Weaver.
Oil City Derrick—Betty Kramer.
Philadelphia Record—Renee B. Stern.
Pittsburgh Post Gazette—Miss Sue Nevin.
Pittsburgh Press—Evelyn Burke.
Pottstown Herald—Ginerva Krause.
Pottstown Mercury News—Agnes M. Prince.
Pottsville Journal—Mrs. Perdita Pence Howell.
Pottsville Republican—Miss M. Clifford.
Scranton Times—Emily Wilcox.
Somerset Herald—Mary Black.
Tarentum Valley News—Mrs. Robert J. Bush.
Uniontown Herald—Miss Ruth Love.
Wilkes-Barre Record—Dorothy Eshelman.
Wilkes-Barre Times Leader—Gertrude Thomas.
York Gazette & Daily—Miss Mary McManus.

RHODE ISLAND

Pawtucket Times—Ben Poulton.
Providence News-Tribune—Elizabeth Williams.
West Warwick Pawtuxet Valley Times—Miss Kathleen Harrison.
Woonsocket Call—Mrs. Elinor V. Arnold.

SOUTH CAROLINA

Greenwood Index-Journal—Miss Sara Carlisle.

SOUTH DAKOTA

Aberdeen American News—Nancy Rozendal.
Pierre Capital Journal—Marion Holst.
Sioux Falls Argus Leader—Lois Thrasker.
Rapid City Journal—Cecile Vincent.
Watertown Public Opinion—Josephine Elliott.

TENNESSEE

Chattanooga Times—Miss Nellie Wise Turner.
Knoxville Journal—Pauline S. Smith.
Memphis Commercial Appeal—Eda Clemens.
Memphis Press Scimitar—Luther Southworth.
Nashville Banner—Mary Stahlman Douglas.

TEXAS

Abilene Reporter—Mrs. Leltie Faucett.
Austin Statesman—Lorraine Barnes.
Amarillo Globe-News—Mildred True.
Borger Herald—Valda Cypher.
Brownsville Herald—Peggy Lamberton.
Brownwood Bulletin—Mrs. Rosalie Beadel.
Childress Index—Laura Tannahill.
Cleburne Times Review—Celest Billio Bounds.
Dallas News—Nina Randell, Mary Toomey, Elizabeth King.
Dallas Times Herald—Graydon Heartsill.
Edinburg Valley Review—Dorothy Duncan.
El Paso Herald-Post—Peggy Wilson.
El Paso Times—Ollie P. Landsden.
Fort Worth Press—Edith Alderman Guedry.
Hillsboro Mirror—Thelma Webb.
Houston Press—Grave Calvin.
Longview Journal & News—Mrs. Julia Acker.
Lubbock Avalanche - Journal—Margaret Turner.
Palestine Herald—Mrs. Sarah Montgomery.
San Angelo Standard Times—Katharine Williams.
San Marcos News—Mrs. J. W. Ansell.
Sulphur Springs News-Telegram—Miss Mary McDonald.
Temple Telegram—Doris Killingsworth.
Waco News-Tribune & Times-Herald—Helen Baldwin.

VERMONT

Brattleboro Reformer—Mrs. F. Cressy.
Rutland Herald—Harriet E. Mattison.

VIRGINIA

Covington Virginian—Mrs. Alma Brady.
Martinsville Bulletin—Miss Sally Hubard.
Newport News Press—Margaret Flannagan.
Norfolk Ledger Dispatch—Mrs. Virginia Pender.
Portsmouth Star—Arline Davis.
Richmond News Leader—Mrs. Channing Ward.
Richmond Times-Dispatch—Mrs. Polly D. Miller.
Suffolk News Herald—Marion Saunders.

WASHINGTON

Centralia Chronicle—Marjorie Ort.
Ellensburg Evening Record—Mrs. Bess Kaynor.
Longview News—Ruth Sweeney.
Port Angeles News—Beth Webster.
Seattle Post Intelligencer—Marion Stixrood.
Spokane Press—Myrle Gaylord.
Tacoma News Tribune—Mrs. Page Hosmer.
Tacoma Times—Jane Mottau.
Vancouver Columbian—Patricia Ryan.
Walla Walla Bulletin—Iris Little.
Walla Walla Union—Mrs. Pauline Mochel.
Wenatchee Sun—M. A. Maus.
Yakima Herald—Don Dent.
Yakima Republic—S. I. Anthon.

WEST VIRGINIA

Charleston Gazette—Wilma Dodson.
Grafton Sentinel—Miss Jerry Morgan.
Martinsburg Journal—C. W. Morrison.

WISCONSIN

Appleton Post-Crescent—Nellie Chamberlain, Yvonne Catlin.
Beloit News—Minnie McIntyre Wallace.
Janesville Gazette—Peg O'Brien.
Madison Capital Times—Mary Brandel.
Madison Wisconsin State Journal—Betty Osborne.
Manitowoc Herald-Times—Lucille Geri.
Marinette Eagle Star—Lillian G. LeRoy.
Milwaukee Journal—Aileen Ryan.
Milwaukee Sentinel—Wilbur Doeblin.
Milwaukee Wisconsin News—Evelyn Hammond.
Milwaukee Leader—Ann Jochims.
Superior Telegram—Mrs. Burnette Peterson.
Two Rivers Reporter—Mrs. Glomstad.
Waukesha Freeman—Hazel Bivins.
Wausau Record-Herald — Mrs. Anna Mae Hawley.
Wisconsin Rapids Tribune—Lorena Paap.

WYOMING

Casper Tribune Herald—Inez Babb Taylor.
Gillette American—Lucille George.

PUERTO RICO

San Juan El Imparcial—Enriqueta Lamarche.
San Juan La Correspondencia de Puerto Rico—Fanny Freyes.

CANADA

ALBERTA

Calgary Herald—F. M. Ferguson.
Edmonton Journal—Mrs. Mollie Shirley, assistant.

BRITISH COLUMBIA

Nanaimo Free Press—Miss D. Thomson.
New Westminster British Columbian—Miss M. Purkis.
Vancouver Sun—Helen Ried Effinger.

MANITOBA

Winnipeg Tribune—Mrs. R. Patton.

NOVA SCOTIA

Glace Bay Gazette—D. C. MacNeill.
New Glasgow News—Bessie Matheson.
Sydney Post Record—Roy D. Duchemin.

ONTARIO

Belleville Intelligence—Agnes Gallagher.
Chatham News—Mrs. Mary E. McCoig.
Guelph Mercury—Miss E. H. Brydon.
Kitchener Record—Miss Lila Donley.
London Free Press—Miss F. B. Taylor.
Ottawa Citizen—Miss Isabel Armstrong.
Ottawa Journal—Miss Leslie Johnstone.
St. Catharines Standard—Mrs. M. McKay.
Toronto Globe—Miss M. E. James.
Toronto Star—J. E. Holman.
Toronto Telegram—Helen Allen.
Toronto Mail & Empire—Miss Bessie G. Ferguson.
Windsor Star—Clarice Tapson.
Woodstock Sentinel-Review—Miss Dorothy Thompson.

QUEBEC

Montreal La Canada—Mrs. Odette Oligny.
Montreal Star—Miss E. Botting.
Montreal Le Devoir—Jeanne Bernier.
Montreal La Patrie—Miss Jeanne Grise.
Montreal L'Illustration—Jovette Bernier.
Montreal Gazette—Miss R. L. Shaw.
Montreal Standard—R. A. Cusack.
Quebec L'Action Catholique—Miss Jeanne Talbot.
Quebec L'Evenement—M. L. Collin.
Quebec Le Soleil—Miss A. Denault.
Sherbrooke La Tribune—Miss Cecile Bouchard.

SASKATCHEWAN

Moose Jaw Times Herald—Miss Lillian Oman.
Regina Leader-Post—Miss Irene Moore.
Saskatoon Star-Phoenix—Mrs. E. Gould and Miss K. Robertson.

AUTOMOTIVE EDITORS

ALABAMA

Birmingham News & Age-Herald—S. Stuart Riddle.
Birmingham Post—Wm. B. Huie.
Huntsville Times—Roy M. Buchanan.
Mobile Press & Register—Ben Muth.

ARIZONA

Phoenix Arizona Republic & Gazette—Frank Ross.
Prescott Courier & Journal—R. J. Aitken.

ARKANSAS

Fayetteville Democrat—L. S. Read.
Helena East Arkansas Record—Bruce Cunningham
Jonesboro Tribune—Donald Murray
Little Rock Arkansas Gazette—Clyde A. Lewis.
Wynne Star-Progress—Douglas Smith.

CALIFORNIA

Anaheim Bulletin—James Heffron.
Bakersfield Californian—Larry Kimble
Colton Courier—K W Alexander.
Fresno Bee—Sid Halls.
Glendale News Press—E. S. Kellogg
Hollywood Citizen-News—George Wheeler.
Dodi News-Sentinel—D. B. Rinfret.
Long Beach Press Telegram & Sun—G. L. Burt.
Los Angeles Post-Record—L. C. Barnard.
Los Angeles Times—Lynn Rogers.
Merced Sun-Star—Paul Terry.
Oakland Tribune—B. J. Rosenthal.
Oxnard Courier—Caryl Krouser.
Palo Alto Times—E. C. Bishop.
Sacramento Bee—Hamilton L. Hintz.
Sacramento Union—Howard C. Bullock.
San Diego Sun—Gerald Burden.
San Diego Union & Tribune—Frank F. Longenecker.
San Francisco Chronicle—Leon J. Pinkson.
San Francisco Examiner—Frank Lyman.
San Francisco News—Don Hardy.
San Jose News—C. Robert Payne.
San Mateo Times & News Leader—Wallace Kirkes.
Santa Cruz News—H. R. Judah.
Santa Rosa Press Democrat-Republican—Paul Johnson.
Stockton Record—J. G. McLean.
Ventura Free Press—Robert Burns.
Visalia Times-Delta—Wm. Waugh.
Wilmington Press—G. W. Cross.
Woodland Democrat—Paul R. Leake.

COLORADO

Denver Post—E. A. Sproul.
Denver Rocky Mountain News—Con Hecker.
Denver Express-Courier—Don McCarty.
Montrose Press—E. L. Milner.
Pueblo Star Journal—Paul Benko.

CONNECTICUT

Bristol Press—Fred K. Swales.
Meriden Record—H. Wales Lee.
Waterbury Democrat—Cornelius Maloney.
Waterbury Republican & American—C. Paul Raymond.

DISTRICT OF COLUMBIA

Washington Herald—James Yeomans.
Washington News—Richard Peters.
Washinton Post—Si Grogan.
Washington Star—G. Adams Howard.

FLORIDA

Bradenton Herald—Pauline Saxman.
Daytona Beach News Journal—Warren E. Burkley.
Fort Pierce News-Tribune—H. C. Enns.
Jacksonville Journal—Dan McNiel.
Lakeland Ledger & Star-Telegram—K. Tolle.
Miami Herald—Earl W. Thomas.
St. Petersburg Independent—Al Merritt.
Sarasota Herald—John B. Browning.
Sebring American—Fred S. Jones.
Tampa Times—J. H. Hampton.
West Palm Beach Post & Times—Robert C. Baife.

GEORGIA

Athens Times—Merriman Smith.
Atlanta Constitution—McCoy Vandevender.
Atlanta Georgian-American—G. C. Jones, Jr.
Atlanta Journal—William Cherry.
Columbus Ledger-Enquirer—J. R. Fitzpatrick.
Griffin News—Thorawell Jacobs, Jr.

IDAHO

Idaho Falls Post-Register—Reed Jordan.
Moscow News Review—Perry Culp, Jr.
Pocatello Tribune Journal—W. J. O'Conner.

ILLINOIS

Belleville News Democrat—George Redmond.
Belvidere Republican—F. E. Loomis.
Chicago Evening American—H. D. Wilson.
Chicago Herald & Examiner—R. H. Vandivert.
Chicago Journal of Commerce—George S. Robbins.
Chicago News—John Jenkins.
Chicago Times—Wm. Irwin.
Chicago Tribune—Hal Faust.
Evanston News-Index—J. W. Carroll.
Joliet Herald-News—Glen Logan.
Marion Republican—Oldham Paisley.
Peoria Journal & Transcript—Roy A. Pratt.
Peoria Star—Otis Hummell.
Robinson News—H. L. Thompson.
Springfield Illinois State Register—William McCloskey.
Waukegan News-Sun—A. F. Wilson.

INDIANA

Bicknell News—Maynard Lemen.
Bloomington World—W. C. Miller.
Columbia City Commercial Mail & Post—Foster W. Riddick.
Clinton Clintonian—Herbert Lewis.
Fort Wayne Journal-Gazette—F. J. Armstrong.
Huntington Herald-Press—Walter Shank.
Indianapolis News—Thos. Rhoades.
Indianapolis Star—A. G. Buck.
La Porte Herald-Argus—Cy Parker.
Muncie Star—John O. Ferris.
New Albany Tribune—James E. Montgomery.
Peru Tribune—R. C. Averitt.
Terre Haute Tribune & Star—Harry Hamby.

IOWA

Davenport Times—Fred Bills.
Davenport Tri City Star—Jack Ramey.
Keokuk Gate City—Dale E. Carrell.
Oskaloosa Herald—Phil Hoffman.
Ottumwa Courier—C. S. Johnston.
Sioux City Tribune—Joy R. Bogue.
Spencer Reporter—S. D. Randall.
Washington Journal—Lewis Warren.

KANSAS

Caldwell Messenger & News—Adrian D. Combe.
Caney Chronicle—L. T. Perrill.
Chanute Tribune—Milo W. Watson.
Emporia Gazette—Roger Triplett.
Lawrence Journal-World—R. A. deWatteville.
Leavenworth Times—J. H. Johnston.
Topeka Capital—Mark Dunlap.
Wichita Beacon—Harold Smith.
Wichita Eagle—Victor Rugh.
Winifield Courier—Carl J. Whitson.

KENTUCKY

Danville Kentucky Advocate—H. A. Richardson.
Lexington Leader—A. P. Bryant.
Owensboro Messenger & Inquirer—Geo. M. Fuqua.

LOUISIANA

Alexandria Town Talk—H. Jarreau.
New Orleans Item-Tribune—Walker Hancock.

MAINE

Portland Press Herald, Express & Telegram—Hal Cram.

MARYLAND

Baltimore Sun—William J. Wells.

MASSACHUSETTS

Boston Post—Howard Moulton.
Fall River Herald News—Frederick R. Dolan.
Gardner News—Harry D. Hardy.
Holyoke Transcript Telegram—Mr. Raymond O'Connell.
Lowell Courier-Citizen & Leader—Willis S. Beane.
Lowell Sun—C. E. Smith.
Lynn Item—Charles H. Hastings.
Quincy News—James Freeman.
Worcester Post—Ernest W. Brockway.
Worcester Telegram & Gazette—William F. Reardon.

MICHIGAN

Adrian Telegram—Don L. Frazier.
Detroit Free Press—Will R. Macdonald.
Detroit News—E. Y. Watson.
Flint Journal—Ralph B. Curry.
Grand Rapids Herald—Lloyd Marshall.
Lansing State Journal—Joseph F. Feltz.
Wyandotte News—James E. Ostrum.

MINNESOTA

Duluth Herald & News-Tribune—E. R. Cluett.
Hibbing Tribune—I. Bedard.
Mankato Free Press—Andrew Bowe.
Minneapolis Star—George Clark.
Rochester Post-Bulletin—Howard W. Blakely.
St. Cloud Times-Journal—Harold Schoolkopf.
So. St. Paul Reporter—W. M. Fisk.

MISSISSIPPI

Clarksdale Register—John B. Howse.

MISSOURI

Cameron News-Observer—B. B. Witt.
Excelsior Springs Standard—Floyd Bassindale.
Kansas City Journal-Post—J. Arthur Penticuff.
St. Joseph News-Press & Gazette—Merill Chilcote, Ben H. Brown.
St. Louis Globe-Democrat—J. C. Lebens.
St. Louis Record—Dorothy Gardner.
St. Louis Star-Times—F. J. Prendergast.

MONTANA

Lewiston Democrat-News—E. F. McGinnis.

NEBRASKA

Omaha World-Herald—N. Story Harding.

NEVADA

Reno State Journal—Ann M. Ross.

NEW JERSEY

Atlantic City Press-Union—Howard F. Ashman.
Bayonne Times—Harry L. Shaver.
Bridgeton News—C. L. McIlvaine.
Camden Courier-Post—Hyman Kaplan.
Jersey City Journal—George V. Headley.
Newark Sunday Call—Robert Moora.
Newark News—Eugene Zimmerer.
Passaic Herald-News—Wm. Hay.
Paterson Call—Henry De Yong.
Paterson News—H. M. Schmidt.

(*Continued on page 231*)

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Automotive Editors—(Continued)

NEW MEXICO

Gallup Independent—Wm. Harrison.
Las Cruces News—Russell H. Siner.
Silver City Press—Thomas Summers.

NEW YORK

Binghamton Sun—Jeff Lyon.
Bronx Home News—Joseph Ecclesine.
Brooklyn Citizen—William J. Punch.
Brooklyn Eagle—William C. Hicks.
Buffalo Courier-Express—John H. Tranter.
Buffalo Times—Wm. Rosenberger.
Canandaigua Messenger—L. J. McCarthy.
Cortland Standard—E. H. Stanley.
Dunkirk Observer—T. D. Woods.
Jamaica Island Press—Guy Richards.
Newburgh Beacon News—Harry Cohen.
New York American—E. W. Corman.
New York Herald Tribune—H. A. Pierce.
New York Il Progresso Italo Americano—G. Billi, V. Gioffre.
New York Jewish Daily Forward—H. Greenfield.
New York Mirror—E. V. McCoy.
New York Post—Elmer Thompson.
New York Sun—Glen H. Perry.
New York Times—James O. Spearing.
New York Wall Street Journal—Nat Keith.
New York World-Telegram—Charles Sievert.
Oswego Palladium Times—E. M. Waterbury.
Peekskill Star—E. Joe Albertson.
Poughkeepsie Eagle-News—Walter Clark.
Poughkeepsie Star—Frederick Simmonds.
Rochester Times-Union—Robert Abbey.
Salamanca Republican-Press—John Alden.
Schenectady Gazette—Joseph Konan.
Staten Island Advance—Fred J. Johnson.
Syracuse Herald—Thomas A. Power.
Syracuse Journal-American—P. B. Johnston.
Syracuse Post-Standard—Hugh Irwin.
Tonawanda News—John Howard.
Troy Observer Budget—Cecil Farrar.
Utica Observer-Dispatch—S. L. Clark.
Utica Daily Press—P. B. Williams.
White Plains Daily Reporter—W. Lee Tuller.

NORTH CAROLINA

Asheville Citizen & Times—Harry Gosden.
High Point Enterprise—E. B. Stone.

OHIO

Ashtabula Star-Beacon—A. F. Bodey.
Athens Messenger—G. E. Mitchell.
Canton Repository—Clifford Grass.
Cincinnati Enquirer—Robert Beiser.
Cincinnati Post—William E. McCarty.
Cincinnati Times Star—Francis Raine.
Cleveland News—C. V. Talbot.
Cleveland Plain Dealer—R. T. F. Harding.
Cleveland Press—Julian S. Griffin.
Columbus Dispatch—George Kienzle.
Dayton Herald—Merlin Test.
Dayton Journal—Merlin Test.
Dayton News—M. J. Misner.
East Liverpool Review—Clayton G. Horn.
Elyria Chronicle-Telegram—Robert W. Funk.
Fostoria Review—W. E. Strange.

OHIO

Fostoria Times—Stanton Carle.
Lima News—A. G. Knisely.
Lorain Journal—Roy Dickey.
Portsmouth Times—E. Nancy Grimes.
Toledo Blade—Charles Henderson.
Toledo Times—Jay Norwine.
Youngstown Telegram—H. E. Harper.

OKLAHOMA

Holdenville News—W. J. Tucker, Jr.
Lawton Constitution—Aldo Parks.
Mangum Star——Carroll Elliott.
Norman Transcript—Fred E. Tarman.
Ponca City News—M. R. Cracraft.
Seminole Reporter—Regular Staff.
Shawnee News & Star—Walter Tinsley.
Tulsa Tribune—Raymond Wheeler.
Tulsa World—C. R. Larson.
Wewoka Times Democrat——Fred O'Donnell.
Woodward Press—C. Paden.

OREGON

Albany Democrat Herald—R. R. Cronise.
Eugene Register-Guard—Horace Burnett.
Klamath Falls News-Herald—Delbert Addison.
Marshfield Coos Bay Times—Philip Gilstrap.
Medford Mail Tribune—Herbert C. Grey.
Roseburg News-Review—Chas. V. Stanton.
Portland Oregonian—Lee Bostwick.
Portland Oregon Journal—Ernest W. Peterson.

PENNSYLVANIA

Allentown Call—Charles C. Curtis.
Beaver Times—Earle M. Forsythe.
Bradford Era—W. E. Eysinger.
Brownsville Telegraph—Ralph M. Denney.
Morristown Times-Herald—Gerald Dietz.
Oil City Derrick—Roy Brower.
Philadelphia Record—Daniel Holloway, state ed.
Pittsburgh-Post-Gazette——Daniel Corson.
Pittsburgh Press—William J. Farrell.
Pottsville Morning Paper—Republican—Joseph Gallagher.
Punxsutawney Spirit—S. S. Smith.
Stroudsburg Record—L. H. Cross.
Tarentum-Valley News—George N. Scheid.
Wilkes-Barre Times-Leader—Harrison Smith.
York Gazette & Daily—Richard Runk.

RHODE ISLAND

Pawtucket Times—Ben Poulton.
Providence News-Tribune—Edward McCarthy.
West Warwick Pawtuxet Valley Times—William J. Hammond.
Woonsocket Call—Peter F. Fitzgerald.

SOUTH DAKOTA

Sioux Falls Argus Leader—D. T. Kieffer.
Rapid City Journal—M. O. Wasser.
Watertown Public Opinion—P. J. Albrook.

TENNESSEE

Chattanooga News—Wendell Walker.
Chattanooga Times—Robert Twinam.
Knoxville Journal—Charles Branham.
Memphis Commercial Appeal—A. C. Bailey.
Nashville Banner—George Clark.

TEXAS

Abilene Reporter—Howard Barrett.
Cleburne Times-Review—William Rowland.
Dallas News—E. G. Luter.
Eastland Telegram—E. Hinrichs.
El Paso Times—R D. MacNeil.
Houston Press—Russ Clendenen.
Lubbock-Avalanche Journal—Collier Parris.
Palestine Herald—Franklin Bradford.
Ranger Times—W. H. Mayes, Jr.
Waco News-Tribune & Times-Herald—G. H. Parrick.

VERMONT

Brattleboro Reformer—W. A. Gilbert.

VIRGINIA

Newport News Press—T. J. Johnson.
Richmond News Leader—Forest J. Bogan.
Richmond Times-Dispatch—Jos. A. Heeke.

WASHINGTON

Centralia Chronicle—Ronald Ingraham.
Ellensburg Record—Gilbert H. Kaynor.
Kelso Kelsonian-Tribune—Geo. Beckingham.
Longview News—Carlton Moore.
Seattle Post-Intelligencer—John Alston.
Spokane Press—Elton Dickens.
Tacoma Ledger—Lester Carlson.
Tacoma News-Tribune—Lester F. Carlson.
Tacoma Times—Hals Nelson.
Vancouver Columbian—Ed. Souther.
Walla Walla Bulletin—Frank G. Mitchell.
Walla Walla Union—F. G. Mitchell.

WEST VIRGINIA

Martinsburg Journal—G. C. McKown.
Point Pleasant Register—L. B. Hannaman.

WISCONSIN

Appleton Post-Crescent—Harry B. Leith.
Madison Capital Times—Cedric Parker.
Madison Wisconsin State Journal—Harold E. McClelland.
Manitowoc Herald-Times—Alan M. Ohde.
Milwaukee Journal—W. W. Rowland.
Milwaukee News—Fred Chlupp.
Milwaukee Leader—Anthony F. Peiper.
Milwaukee Sentinel—H. F. Van Horn.
Waukesha Freeman—A. M. Bearder.
Wausau Record-Herald—Ernest A. Boileau.
Wisconsin Rapids Tribune—G. T. Frechette.

WYOMING

Gillette American—H. C. Rice.

PUERTO RICO

San Juan El Imparcial—Ruben Rodriguez.
San Juan La Correspondencia de Puerto Rico—J. J. Fens.

CANADA

ALBERTA

Calgary Herald—W. S. O'Bierne.
Edmonton Bulletin—S. C. Betts.

BRITISH COLUMBIA

New Westminster British Columbian—Currie Jack.
Victoria Colonist—J. B. Speck.

MANITOBA

Winnipeg Tribune—A. E. McGinley.

NOVA SCOTIA

Halifax Herald & Mail—M. Livingston.

ONTARIO

London Free Press—J. Loughlin.
Ottawa Citizen—W. Pomeroy.
Ottawa Journal—Bryan L. White.
Toronto Star—Harry C. Clarke.
Toronto Telegram—Eric Roland.

QUEBEC

Montreal Le Canada—R. Desmarais.
Montreal La Patrie—Theo. Levesque.
Montreal Gazette—St. Geo. Burgoyne.
Quebec L'Action Catholique—C. M. Deschenes.
Quebec L'evenement—P. Laviguer.

SASKATCHEWAN

Regina Leader Post—C. Higginbottom.

MOTION PICTURE CRITICS

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Birmingham News-Age Herald—Petersen Marzoni.
Birmingham Post—Harold Helfer.
Mobile Press & Register—Celestine Sibley.
Montgomery Advertiser—Robert Hugger.
Selma Times-Journal—C. C. Seay.

ARIZONA

Tucson Star—Bernice Cosulich.

ARKANSAS

Fayettsville Democrat—L. S. Read.
Little Rock Gazette—Miss Ruth Tucker.
Pine Bluff Graphic—Gene Smith.
Wynne Star-Progress—Douglas Smith.

CALIFORNIA

Bakersfield Californian—Miss Mae Saunders.
Chico Record—Vida Shepard.
Hollywood Citizen-News—Elizabeth Yeaman, James F. Crow.
Los Angeles Post-Record—George Lewis.
Los Angeles Times—Edwin Schallert.
Oakland Tribune—Wood Soanes.
Oxnard Courier—Caryl Krouser.
Sacramento Bee—Hamilton L. Hintz.
Sacramento Union—Lois Clauson.
San Diego Sun—Willis Werner.
San Diego Union-Tribune—Naomi Baker, Don Short.
San Francisco Chronicle—Katherine Hill.
San Francisco Examiner—Ada Hanifin.
San Francisco News—Claude Le Belle.
San Jose News—Dick Barrett.
Stockton Record—Melvin Bennett.
Woodland Democrat—Miss Willa Gibbs.

COLORADO

Denver Post—Betty Craig.
Denver Rocky Mountain News—Alberta Pike.
Fort Collins Express Courier—Myra Murray.
Greeley Tribune—F. E. Merrill.
Montrose Press—Evelyn Williams.

CONNECTICUT

Bridgeport Sunday Herald—Leo Miller.
Greenwich Press—Marjorie Brettman.
Hartford Times—Julian B. Tuthill.
Meriden Record—Miss Julia Lansing Hull.
New Haven Register—Roger Connolly.
Norwalk Sentinel—Roger Doulens.
Stamford Advocate—Mr. Dean Hunt.
Torrington Register—H. W. Knickerbocker.

DISTRICT OF COLUMBIA

Washington News—Don Craig.
Washington Star—Edward D. Melcher.
Washington Herald—Betty Hynes.
Washington Post—Nelson B. Bell.
Washington Times—Andrew R. Kelley.

FLORIDA

Daytona Beach News Journal—Elizabeth Eastman.
Jacksonville Journal—Robert Marshall.
Miami News—Marion Bell.
Miami Herald—Edgar L. Hay.
Ocala Star—Louis Chazal.
Orlando Sentinel-Reporter—Don Vincent.
St. Augustine Record—Buddy Wilson.
St. Petersburg Independent—A. R. Dunlap.
Sebring American Avon Park Daily American—Fred S. Jones.
Tampa Times—John Watts.
Tampa Tribune—H. E. Schaden.
West Palm Beach Post-Times—Beryl Lewis.

GEORGIA

Albany Herald—C. D. Tounsley.
Athens Times—L. E. Sullivan.
Atlanta Constitution—Ralph T. Jones.
Atlanta Georgian American—Dudley Glass.
Atlanta Journal—Frank Daniel.
Columbus Ledger Enquirer—Miss Latimer Watson.

TERRITORY OF HAWAII

Honolulu Star-Bulletin—John B. Peck.

IDAHO

Lewiston Tribune—Wendell McEwen.
Moscow News Review—Bertha Sparks.

ILLINOIS

Belleville News-Democrat—Elsie A. Kern.
Belvidere Republican—Joe E. Tabor.
Centralia Sentinel—Miss Opal Melton.
Chicago American—Samuel Morris.
Chicago Herald & Examiner—Carol Frink.
Chicago News—Mr. Clark Rodenbach.
Chicago Times—Eleanor Keen, Doris Arden.
Chicago Tribune—Mae Tinee.
Joliet Herald News—Lorraine Gustat.
Macomb Journal—Mrs. A. L. Hainline.
Marion Republican—W. O. Paisley.
Peoria Star—Chas. B. Smith.
Quincy Herald-Whig—Robt. Switzer.
Robinson News—George H. McCarty.
Rock Island Argus—Mrs. Harriet Jeanes.
Springfield Illinois State Register—R. L. Stubbs.
Waukegan News Sun—Hobart Hoye.

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Bicknell News—Maynard Leman.
Clinton Clintonian—Marjorie Tompkins.
Evansville Press—Ed. Klingler.
Fort Wayne Journal-Gazette—C. Brower.
Franklin Star—Miss Bess Scheller.
Goshen News Times & Democrat—Miss Margaret Troyer.
Greenfield Reporter—F. E. Johnson.
Indianapolis News—Walter Whitworth.
Indianapolis Star—Corbin Patrick.
Indianapolis Times—John Thompson.
La Porte Herald-Argus—Forbes Julian.
Shelbyville Democrat—Kathleen Bass.
South Bend News-Times—Gina O'Brien.
Terre Haute Tribune & Star—Marcee Cox, Mabel McKee.

IOWA

Cedar Rapids Gazette—Wanda Montz.
Cherokee Times—Cholm Houghton.
Davenport Tri City Star—Florence Werner.
Dubuque Catholic Tribune—Miss Lucy Meuer.
Estherville News—Dorothy Storey.
Fort Madison Democrat—Theo. Troja.
Keokuk Gate City—Douglas Lamont.
Oskaloosa Herald—Phil. Hoffmann.
Ottumwa Courier—Emmett Mowery.
Sioux City Tribune—Marion G. Leaslie.
Spencer Reporter—Mary Stiener.
Caldwell Messenger & News—Harold A. Hammond.

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Emporia Gazette—Miss Mae Sue Taylor.
Frankfort Index—Jim Reed.
Hutchinson News-Herald—E. L. May.
Lawrence Journal-World—R. A. de Watteville.
Leavenworth Times—B. A. Martin.
Manhattan Chronical & Mercury—H. Miles Heberer.
Topeka Capital—Francis Clark.
Wichita Beacon—Albert Arkules.
Winfield Courier—Ruby W. Boory.

KENTUCKY

Covington Post—Howard Raver.
Lexington Leader—Fred Jackson.
Louisville Courier-Journal—Boyd Martin.
Louisville Herald-Post—Miss Mary Theobold.
Louisville Times—Dan Thompson.
Owensboro Messenger & Inquirer—L. M. Sweet.
Paducah Sun-Democrat—A. B. Meacham, E. J. Paxton, Jr.

LOUISIANA

Alexandria Town Talk—Hunter Jarreau.
New Orleans Item-Tribune—Mel Washburn.

MAINE

Portland Press Herald—Alice Modes, Kenneth Berry.

MARYLAND

Baltimore Sun—Donald Kirkley, Gilbert E. Kanour.

MASSACHUSETTS

Attelboro Sun—C. S. Sherman.
Boston Christian Science Monitor—E. C. Sherburne.
Boston Post—Prunella Hall.
Greenfield Recorder-Gazette—Wayne A. Smith.
Holyoke Transcript-Telegram—Joseph C. Doyle.
Lowell Courier Citizen Leader—Ethel K. Billings.
Lynn Item—H. D. Valpey.
Milford News—Jake Broudy.
Quincy News—George Willis.
Wakefield Item—R. E. Porter.
Worcester Post—Thomas V. O'Sullivan.
Worcester Telegram-Gazette—George Foxhall, Carl W. Erickson.

MICHIGAN

Adrian Telegram—Madge Milliker.
Detroit Free Press—Len G. Shaw, Mrs. Ella H. McCormick.
Detroit News—Harold Heffernan.
Flint Journal—Mildred Elwood.
Grand Rapids Herald—Mrs. Alta Lawson.
Lansing State Journal—Richard Murray.
Wyandotte News—James E. Ostrum.

MINNESOTA

Albert Lea—Tribune—Mrs. Addie May.
Austin Herald—Jay Daane.
Duluth Herald News Tribune—Prevost Couiter, E. J. Shepard.
Fairmont Sentinel—Thomas D. Conklin.
Mankato Free Press—Jackson How.
Minneapolis Star—John Harvey.

MISSOURI

Chillicothe Constitution Tribune—Virginia Lee Fage.
Joplin Globe & News Herald—Robert R. Hutchison.
Kansas City Journal Post—Lowell Lawrence.
Kansas City Star—Landon Laird.
St. Joseph News Press-Gazette—Anna Rutt, Norman Codr.
St. Louis Globe-Democrat—Herbert L. Monk.
St. Louis Record—Dorothy Gardner.
St. Louis Star-Times—Homer Bassford.

NEBRASKA

Omaha Bee News—J. Rachman.
Omaha World Herald—Keith Wilson.

NEW HAMPSHIRE

Laconia Citizen—Alma Gallagher.

NEW JERSEY

Atlantic City Press-Union—Howard P. Diamon.
Bayonne Times—Steven Preston.
Camden Courier Post—Ida Hermann.
Jersey City Journal—Arthur Mackie.
Morristown Record—Marian Griffin.
Newark Sunday Call—Robert Ring.
Newark Evening News—Charles Huafler.
Newark Star-Eagle—Richard Murray.
Passaic Herald-News—Margaret Ketcham.
Paterson News—Jules C. Levine.
Vineland Journal—Gordon J. Hart.

NEW MEXICO

Gallup Independent—Wm. Harrison.
Las Cruces News—Russell H. Siner.

NEW YORK

Albany Knickerbocker Press—William H. Haskall.
Albany News—William H. Haskell.
Binghamton Sun—Letitia J. Lyon.
Bronx Home News—Sol Cohen.
Brooklyn Citizen—Edgar Price.
Brooklyn Eagle—Winston Burdett.
Buffalo Courier-Express—W. E. J. Martin.
Buffalo Times—Ardis Smith.
Flushing North Shore Journal—Haynes Trebor.
Ithaca Journal—Wm. J. Waters.
Jamaica, L. I. Press—Ethyln Van Porte.
Jewish Daily Forward—B. Levitan.
Kingston Leader—Charles Tiano.
Newburgh Beacon News—C. D. Myers.
New York American—Regina Crewe.
New York Herald Tribune—Richard Watts, Jr., Marguerite Tazelaar.
Il Progresso Italo Americano—I. C. Falbo, A. Romano.
New York Jewish Day—William Edlin.
New York Mirror—Bland Johaneson.
New York Post—Thornton Delehanty, Irene Thirer.
New York Sun—Eileen Creelman.
Wall Street Journal—Sterling Bowen.
New York World-Telegram—William Boehnel.
Norwich Sun—E. B. Wilcox.
Oneida Daily Dispatch—Winthrop S. Tuttle.
Oswego Palladium Times—Frances Lee.
Poughkeepsie Eagle-News—James F. Kieley.
Poughkeepsie Star & Enterprise—Arthur F. Wollenhaupt.
Rochester Democrat & Chronicle—Geo. L. David.
Rochester Times-Union—Amy H. Croughton.
Salamanca Republican Press—John Alden.
Schenectady Gazette—Helen Clinton, Mrs. Sara Collie Smith.
Schenectady Union Star—Everett Finch.
Staten Island Advance—Frank Lesourd.
Syracuse Herald—Chester B. Bahn.
Syracuse Journal-American—Franklin H. Chase.
Syracuse Post-Standard — Helen Tait Walker.
Tonawanda News—R. B. Hewitt.
Troy Observer-Budget—Alice C. Armstrong.
Utica Press—D. E. Evans.
Watertown Times—Ken Fober.

NORTH CAROLINA

Burlington Times News—R. M. Hodges.
Charlotte News—Cameron Shipp.
Charlotte Observer—Richard Pitts.
High Point Enterprise—Frank Barfield.
Winston-Salem Journal—Miss Lillian Halslip, Gowan H. Caldwell.

NORTH DAKOTA

Williston Daily Herald—Frances Hamel.

OHIO

Akron Beacon Journal—Edward E. Gloss.
Akron Times Press—Kenneth Nichols.
Canton Repository—Dennis Smith.
Chillicothe News Advertiser—Alvin Zurcher.
Cincinnati Enquirer—Herman Bernfeld.
Cincinnati Post—Edward Carberry.
Cincinnati Times Star—Wm. G. Stiegler.
Cleveland News—Arthur Spaeth.
Cleveland Plain Dealer—W. Ward Marsh.
Cleveland Press—George Davis.
Columbus Citizen—William S. Cunningham.
Columbus Dispatch—Samuie T. Wilson.
Dayton Herald—William Keller.
Dayton Journal—William Keller.
Dayton News—Virginia Sturm.
Dover Reporter—Barney Schwartz.
East Liverpool Review—Clayton G. Horn.
Fostoria Review—V. E. Switzer.
Fostoria Times—Irma A. De Vore.
Galion Inquirer—Mrs. Harriett Cummins.

(*Continued on page 232*)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 231*)

Motion Picture Critics—(Continued)

Hamilton Journal News—C. A. Leiter.
Lima News—Dale Francis.
Lorain Journal—Ralph Neumeyer.
Manchester Signal—Lauradell Dugle.
Newark Advocate—Miss Hazel Kirk.
Painesville Telegraph—Thurse F. Sigman.
Piqua Call—Lois Hill.
Portsmouth Times—Nancy Grimes.
Sandusky News—R. H. Hopkins.
Toledo Blade—V. K. Richards.
Toledo News-Bee—Allen Saunders.
Toledo Times—Mitchell Woodbury.
Youngstown Telegram—Charles Leedy.
Zanesville Recorder & Signal—C. E. O'Connell.

OKLAHOMA

Blackwell Journal—Dorothy Frye.
Bristow Record—Tant Burchfiel.
Mangum Star—J. O. Tuton.
Oklahoma News—Carl Victor Little.
Oklahoma City Oklahoman & Times—Noel Houston.
Seminole Reporter—Sidney Reed.
Woodward Press—Mrs. Irene Gay.

OREGON

Albany Democrat Herald—Ianthe Smith.
Portland Journal—Harold E. Hunt.
Portland Oregonian—Herbert Larson.

PENNSYLVANIA

Allentown Call—John Y. Kohl.
Beaver Falls News-Tribune—Mrs. Frances Espy McDanel.
Bradford Era—Mary Yvo Flanigan.
Brownsville Telegraph—Jack Boyd.
Chester Times—William J. King.
Norristown Times Herald—Miss Suzanne Fisher.
Philadelphia Record—Elsie C. Finn.
Pittsburgh Post Gazette—Harold Cohen.
Pittsburgh Press—Kaspar Monahan, Florence Fisher Parry.
Pottsville Journal—H. E. Hobbs.
Pottsville Republican—B. G. Dunlop.
Punxsutawney Spirit—S. S. Smith.
Scranton Republican—Wilhelmina Weichel.
State College Times—Margaret T. Riley.
Tarentum Valley News—George D. Stuart.
Wilkes-Barre Times-Leader—Edward J. Donohue.
York Gazette & Daily—Richard Runk.

RHODE ISLAND

Newport Herald—W. D. Hazard.
Providence News-Tribune—Alfred Marcello.
West Warwick Pawtuxet Valley Times—William J. Hammond.
Woonsocket Call—Mrs. Elinor V. Arnold.

SOUTH DAKOTA

Pierre Daily Capital Journal—James B. Hipple.
Sioux Falls Argus Leader—Walt Simmons.
Watertown Public Opinion — John B. Cooley.

TENNESSEE

Chattanooga News—Murray Wyche.
Chattanooga Times—Sidney M. Shalett.
Memphis Commercial Appeal—Harry Martin.
Memphis Press Scimitar—Jack Bryan.
Nashville Banner—Sidney Bulla.

TEXAS

Abilene Reporter—Mary McKenzie.
Austin Statesman—Ruth Lewis.
Big Spring Herald—Joe Pickle.
Brownwood Bulletin—Clark Coursey.
Cleburne Times Review—Harold Ratliff, Benton Stricklin.
Dallas News—Fairfax Nisbet.
Dallas Times Herald—Jimmy Lovell.
Eastland Telegram—E. Hinrichs.
El Paso Herald-Post—H. A. Michael.
El Paso World News—H. Middlesworth.
Fort Worth Press—Jack Gordon.
Fort Worth Star-Telegram—Bess Stephenson, R. L. Randol.
Goose Creek Sun—La Verne Hester.
Houston Post—Mrs. Bess W. Scott.
Houston Press—Hubert Roussel.
Sulphur Springs News-Telegram — Joe Woosley.
Waco News Tribune—G. H. Parrick.

UTAH

Ogden Standard-Examiner — Mrs. Alice West.

VIRGINIA

Newport News Press—Fred J. Naff.
Norfolk Ledger Dispatch—E. M. Holmes.
Richmond News Leader—Hollis Wood.
Richmond Times-Dispatch—Mrs. Edith L. Calisch.

WASHINGTON

Everett News—L. E. Harper.
Kelso Tribune—E. N. Burser.
Longview News—Hector Fox.
Martinsburg Journal—Miss Ruth B. Willey.
Seattle Post-Intelligencer—Everhardt Armstrong.
Spokane Press—Sid Copeland.
Tacoma Ledger—Terry Pettus.
Tacoma News Tribune—W. R. Stotler.
Walla Walla Bulletin—Norman M. Kelly.
Walla Walla Union—Rowland Miller.

WEST VIRGINIA

Charleston Gazette—Harry L. Flournoy.
Fairmont West Virginian—Elinor Carroll.
Grafton Sentinel—J. S. Palmer.
Point Pleasant Register—W. Cleveland Bowie.

WISCONSIN

Janesville Gazette—Pat O'Brien.
Kenosha News—Olive Brossow.
Madison Capital Times—Sterling Sorenson.
Madison Wisconsin State Journal—Ken R. Kennedy.
Manitowoc Herald Times—George MacFarlane.
Milwaukee Journal—Nancy Lee, Molly Merrick.
Milwaukee News—Cecile Lane.
Milwaukee Leader—Arthur Wiesner.
Milwaukee Sentinel—Buck Herzog.
Wausau Record-Herald—John Loomis.

WYOMING

Gillette American—Anna Utz.

PUERTO RICO

San Juan El Imparcial—Mrs. George Holliday.
San Juan La Correspondencia de Puerto Rico—F. J. Zeno.

CANADA

ALBERTA

Calgary Herald—H. D. Surplis.
Edmonton Bulletin—Dick Jackson.

MANITOBA

Winnipeg Free Press—H. E. Spencer.
Winnipeg Tribune—A. E. McGinley.

NOVA SCOTIA

Halifax Herald & Mail—James W. Power.

ONTARIO

London Free Press—L. N. Bronson.
Ottawa Citizen—R. M. Martin.
Ottawa Journal—Will McLaughlin.
Toronto Star—Augustus Bridle.
Toronto Globe—Lawrence Mason.
Toronto Mail & Empire—Roly Young.
Toronto Telegram—Helen Allen.
Windsor Star—R. M. Harrison.

QUEBEC

Montreal Star—D. M. Legate.
Montreal Le Devoir—Lucien Desbiens.
Montreal La Patrie—Dominique Laberge.
Montreal L'Illustration — Jacques Robitaille.
Montreal Gazette—T. Archer.

SASKATCHEWAN

Saskatoon Star-Phoenix—L. M. McGillivray.

AVIATION EDITORS

ALABAMA

Binghampton News Herald—Ralph Hurst.
Montgomery Advertiser—W. J. Mahoney.

ARIZONA

Phoenix Gazette—Frank Ross.
Prescott Courier—Frank Freeman.

ARKANSAS

Fayetteville Democrat—L. S. Read.
Pine Bluff Graphic—J. L. Thomasson.

CALIFORNIA

Alameda Times Star—Jerry Thrall.
Bakersfield Californian—Larry Kimble.
Glendale News Press—E. S. Kellogg.
Lodi News Sentinel—Jim Lind.
Long Beach Press Telegram & Sun—C. Fulton Field.
Los Angeles Post-Record—L. C. Barnard.
Los Angeles Times—Lynn Rogers.
Oakland Tribune—Sherman Carash.
Oxnard Courier—Caryl Krouser.
San Jose News—Dick Barrett.
San Diego Sun—Richard Reynolds.
Woodland Democrat—Ollie Shaw.

COLORADO

Pueblo Star Journal—Herbert Foster.

CONNECTICUT

New Haven Register—Stanley Allen.
Waterbury Republican—Boardman Getsinger.

DISTRICT OF COLUMBIA

Washington Star—Joseph Edgerton.
Washington Herald—Byran Morse.
Washington Post—Harris Hull.

FLORIDA

Jacksonville Journal—Boyce Taylor.
Lakeland Ledger—Dan Sanborn.
Palm Beach News—Eugene Buzzell.
St. Petersburg Independent—Al. Merritt.
Sarasota Herald—R. E. Lindsay.
Sebring American—Fred S. Jones.
Tampa Times—J. H. Hampton.
Tampa Tribune—C. B. Wilmer, Jr.
West Palm Beach Post—Bob Roberts.

GEORGIA

Athens Times—Merriman Smith.
Atlanta Constitution—E. H. Hinton, Jr.
Atlanta Georgian-American—G. C. Jones, Jr.

IDAHO

Lewiston Tribune—T. J. Campbell.

ILLINOIS

Bloomington Pantagraph—W. E. Richardson.
Chicago Herald & Examiner—William Westlake.
Chicago Journal of Commerce—M. L. Van Slyck.
Chicago Daily News—Cloyce Hamilton.
Chicago Tribune— Wayne Thomas.
Evanston News-Index—M. Karant.
Marion Republican—W. O. Paisley.
Moline Dispatch—Gene Lyons.
Peoria Star—Mabel Bonjean.
Waukegan News Sun—Ford Wilson.
West Frankfort American—T. J. Elkins.

INDIANA

Fort Wayne Journal-Gazette—C. A. Keefer.
Indianapolis News—Thos. Rhoades.
Indianapolis Star—W. F. Morse.
Indianapolis Times—Sam Tyndall.
La Porte Herald-Argus—Robert Coffeen.
Muncie Star—John O. Ferris.
South Bend News-Times—King Datzler.
Terre Haute Tribune—Marcee Cox, S. D. Fox.
Wabash Plain Dealer—Joe E. Palmer.

IOWA

Davenport Tri City Star—George Duvall.
Fort Madison Democrat—W. J. McGiffin.
Keokuk Daily Gate City—F. C. Smith
Spencer Reporter—Sid Cleveland.

KANSAS

Chanute Tribune—Milo W. Watson.
Emporia Gazette—Roger Triplett.
Wichita Beacon—Dick Webster.
Wichita Eagle—James Fullerton.
Winfield Courier—Carl J. Whitson.

KENTUCKY

Covington Kentucky Post—John B. Green.
Danville Advocate—H. A. Richardson.
Louisville Courier-Journal—Castner Browder.
Paducah Sun-Democrat—Bim Mitchell.

LOUISIANA

New Orleans—H. B. Deutsch.

MARYLAND

Baltimore Sun—William J. Wells.

MASSACHUSETTS

Gardner News—Francis M. Richard.
Lowell Courier Citizen—E. Harry Crockett.
Lowell Sun—Arthur F. Woodles.

MICHIGAN

Detroit Free Press—Royce Howes.
Detroit News—James V. Piersol.
Flint Journal—Jack R. Bell.
Grand Rapids Herald—William B. McClaran.
Lansing State Journal—J. Maynard Hill.

MINNESOTA

Austin Herald—R. R. Reidel.
Duluth Herald & News—H. A. Lindberg.
Mankato Free Press—Andrew Bowe.
Minneapolis Star—James Emerson.
St. Cloud Times—Harold Schoelkopf.

MISSOURI

Cameron News-Observer—B. B. Witt.
Kansas City Journal-Post—M. Quinn.
Kansas City Star—Justin D. Bowersock, Jr.
St. Joseph News Press-Gazette—Max P. Habecker, Edward Badger.
St. Louis Star Times—Geo. E. Stoner.

NEBRASKA

Omaha World-Herald—L. W. Youngman.

NEVADA

Reno State Journal—William Gilmartin.

NEW HAMPSHIRE

Lacoma Citizen—Elwin Twombly.

NEW JERSEY

Atlantic City Press-Union—Howard T. Ashman.
Newark Sunday Call—E. B. Berlinrut.
Newark News—John J. Farrell.
Passaic Herald-News—Stanley Lusty.
Paterson Call—John Sweeney.

NEW MEXICO

Gallup Independent—Wm. Harrison.

NEW YORK

Binghamton Sun—Jack Hand.
Brooklyn Eagle—Harry Price.
Buffalo Times—Alfred Larke.
Canandaigua Messenger—G. Breuer.
New York Herald Tribune—C. B. Allen.
Il Progresso Italo Americano—G. Billi, V. Gioffre.
New York Sun—Sherman B. Altick.
New York Times—Reginald Cleveland.
Wall Street Journal—F. Henry Van Ells.
Norwich Sun—F. P. Browne.
Poughkeepsie Eagle News—Joseph J. Dietz.
Poughkeepsie Star—Herbert J. Thomsen.
Poughkeepsie Sunday Courier—Perry Walsh.
Rochester Times-Union—Al Sigl.
Schenectady Gazette—F. Elmore Baldwin.
Syracuse Herald—Robert M. Hofmann.
Syracuse Journal-American—J. J. Buettner.
Syracuse Post-Standard—F. D. Walker.
Tonawanda News—John Howard.
Utica Observer-Dispatch—S. L. Clark.
White Plains Reporter—Wm. O'Donovan.

NORTH CAROLINA

Charlotte Observer—Harry L. Griffin.

NORTH DAKOTA

Williston Herald—Fred W. Compton.

OHIO

Akron Beacon Journal—Harold Taylor.
Akron Times Press—Preston Bergin.
Ashtabula Star—Beacon F. E. Hopkins.
Cincinnati Enquirer—Robert Helmer.
Cincinnati Times Star—Francis Raine.
Cleveland Press—Julian S. Griffin.
Cleveland Plain Dealer—James Hartshorne.
Columbus Dispatch—Chas. S. Williams.
Dayton Herald—John Watkins.
Dayton Journal—John Watkins.
Dayton News—Charles Bauer.
East Liverpool Review—Clayton G. Horn.
Fostoria Review—Robert Frehse.
Fostoria Times—Charles Walters.
Lancaster Gazette—W. C. Beach.
Lima News—A. G. Knisely.
Lorain Journal—Ralph Disler.
Ravenna Record—R. C. Dix.
Sandusky News—Al Knouff.
Toledo Blade—E. C. Grebe.
Toledo Times—Jay Norwine.

OKLAHOMA

Lawton Constitution—Aldo Parks.
Norman Transcript—Fred E. Tarman.
Oklahoma City Oklahoman & Times—Bennie Turner.
Tulsa Tribune—Virgil Curry.
Tulsa World—J. N. Taylor.
Woodward Press—C. Paden.

OREGON

Albany Democrat Herald—W. C. Eakin.
Portland Journal—Lawrence Gilbertson.
Portland Oregonian—Gerald Weaver.

PENNSYLVANIA

Bradford Era—W. E. Eysinger.
Brownsville Telegraph—Ralph M. Denney.
Norristown Times Herald—Dick Dean.
Oil City Derrick—Roy Brower.
Philadelphia Record—Patrick J. O'Brien.
Pittsburgh Press—Henry Ward.
Pottstown Mercury News—William F. Achatz, Jr.
Pottsville Evening Republican—B. G. Dunlop.
Somerset Herald—Ed Lebo.
Tarentum Valley News—C. B. Schwartz.
Wilkes-Barre Times Leader—Harrison Smith.
York Gazette & Daily—Edward Strayer.

RHODE ISLAND

Pawtucket Times—Ben Poulton.
W. Warwick Pawtucket Valley Daily Times—William J. Hammond.
Woonsocket Call—Paul L. Smith.

SOUTH DAKOTA

Watertown Public Opinion—Harold Lee.

TENNESSEE

Chattanooga News—Nellie Kenyon.
Chattanooga Times—Robert Twinam.
Nashville Banner—Brainerd Cheney.

TEXAS

Abilene Reporter—Howard Barrett.
Dallas News—E. G. Luther.
Eastland Telegram—E. Hinrichs.
El Paso Times—V. J. Halloran.
Fort Worth Star-Telegram—James C. Calvert.
Galveston News—F. E. Walker.
Houston Post—Mrs. Pat M. Barnet.
Houston Press—G. Turrentine.

UTAH

Ogden Standard-Examiner—W. W. Bowman.

VIRGINIA

New Port News Press—L. E. Allen.
Norfolk Ledger Dispatch—W. E. Debaun.
Richmond News Leader—Earl Sowers.

WASHINGTON

Longview News—Carlton Moore.
Seattle Post Intelligencer—George Pratt.
Spokane Press—Elton Dickens.
Vancouver Columbian—Erwin Rieger.
Walla Walla Bulletin—Claude Gray.
Walla Walla Union—Jack Hewins.

WEST VIRGINIA

Charleston Gazette—Wilma Dodson.
Martinsburg Journal—C. McKee Thompson.
Point Pleasant Register—W. Cleveland Bowie.

WISCONSIN

Madison Capital Times—Cedric Parker.
Madison Wisconsin State Journal—Walter Choinski.
Milwaukee Wisconsin News—Summer Collins.
Milwaukee Leader—Burdette O. Kirkham.

WYOMING

Gillette American—H. C. Rice.

PUERTO RICO

San Juan La Correspondencia de Puerto Rico—F. J. Fons.

CANADA

BRITISH COLUMBIA

Vancouver Sun—J. S. Williamson.
Victoria Colonist—Frank M. Kelley.

MANITOBA

Winnepeg Tribune—J. M. Gordon.

ONTARIO

London Free Press—J. Loughlin.
Ottawa Journal—W. Q. Ketchum.
Toronto Telegram—Percy Cole.

QUEBEC

Montreal La Patrie—Geo. Galipeau.
Montreal Gazette—Fergus Grant.

SASKATCHEWAN

Regina Leader Post—C. Higginbottom.

GRAVURE EDITORS

ALABAMA

Birmingham News-Age-Herald—Ernest Henderson, Jr.

CALIFORNIA

Los Angeles Times—Ralph J. Braddock.
Oxnard Courier—Ray Sieland.
San Francisco Chronicle—Stanley Mitchell.

COLORADO

Denver Post—E. Todd Baker.

DISTRICT OF COLUMBIA

Washington Star—Hudson Grunewald.
Washington Post—Laura Vitray.

GEORGIA

Atlanta Constitution—C. J. Holleran.
Atlanta Journal—Angus Perkerson.

ILLINOIS

Chicago News—Howard Denby.
Chicago Times—Harry Hunt.
Chicago Tribune—A. M. Kennedy.
Peoria Star—C. H. Gamble.
Peoria Journal & Transcript—Marion Starger.
Springfield Illinois State Register—Donald Sueson.

INDIANA

Fort Wayne News-Sentinel—Eugene Craig.
Indianapolis Star—D. L. McClure.
Terre Haute Tribune & Star—Wm. F. Cronin.

IOWA

Davenport Tri City Star—Joseph Weber.
Des Moines Register & Tribune—Vernon Pope.

KENTUCKY

Louisville Courier-Journal—Norval Burch.
Louisville Times—Dan Thompson.

MARYLAND

Baltimore Morning Sun—H. Lowrey Cooling.

MASSACHUSETTS

Boston Christian Science Monitor—Lewis Rex Miller.
Holyoke Transcript-Telegram—Francis Downey.

MICHIGAN

Detroit Free Press—Douglas D. Martin.
Detroit News—Margaret Heiden.

MINNESOTA

Duluth Herald & News-Tribune—Meda St. Pierre.

MISSOURI

Kansas City Journal-Post—Tom Collins.
Kansas City Star—Galvin Eby.
St. Louis Globe Democrat—Walter H. Ames.

NEBRASKA

Omaha World-Herald—Keith Wilson.

NEVADA

Reno State Journal—Bernard Mergen.

NEW JERSEY

Newark Sunday Call—Robert L. Moore.
Passaic Herald News—Allan W. Smith.

NEW YORK

Albany Knickerbocker Press—W. W. Spaulding.
Albany News—William W. Spaulding.
Buffalo Courier-Express—Merle James.
Buffalo Times—Samuel W. Hippler.
New York Herald Tribune—Richard F. Crandell.
New York Il Progresso Italo Americano—A. Romano.

(*Continued on page 233*)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 232)

Gravure Editors—(Continued)
Jewish Daily Forward—Maurice Winograd.
New York Mirror—Kenneth McCaleb.
New York Times—Chas. M. Graves.
Rochester Democrat & Chronicle—Gerald Maloney.
Syracuse Herald—Chester B. Bahn.
Syracuse Post-Standard—E. F. Schilder.

OHIO
Akron Times Press—Paton Edwards.
Cincinnati Enquirer—Wm. M. Thompson.
Cleveland Plain Dealer—C. C. Caldwell.
Toledo Times—Abert C. Nute.

PENNSYLVANIA
Pittsburgh Press—William A. White.

WISCONSIN
Milwaukee Journal—E. K. Thompson.

CANADA

ONTARIO
London Free Press—J. Loughlin.
Toronto Star—T. J. Wheeler.

QUEBEC
Montreal La Patrie—D. Kavanagh.
Montreal Standard—John M. Black.
Quebec L'Action Catholique—J. T. Perron.

LIBRARIANS

ALABAMA
Birmingham News Age Herald—Lillian McCrelas.
Mobile Press-Register—Edith Prichard.

ARIZONA
Phoenix Gazette—Olive Myers.
Prescott Courier—Mrs. Etta Oliver.
Tucson Arizona Star—Sherry Bowen.

ARKANSAS
Jonesboro Tribune—Horace Cate.
Fayetteville Democrat—Maud Gold.

CALIFORNIA
Eureka Humboldt Standard—Mrs. M. Timmerman.
Fresno Bee—Laura McCardle.
Hollywood Citizen-News—Alex Swan.
Long Beach Press Telegram & Sun—May L. Fee.
Los Angeles Times—John Mislove.
Oakland Tribune—Alva A. Brown.
Oxnard Courier—Wenley Krouser.
Sacramento Bee—Alice Napton.
San Diego Sun—Oriole Evans.
San Diego Union-Tribune—Mae Bowers.
San Francisco Chronicle—Mrs. Marjorie Brown.
San Francisco Examiner—A. Dwight Newton.
San Francisco News—Barbara Pearson.
San Jose News—Phil Watson.
Woodland Democrat—Miss Marjorie Mezger.

COLORADO
Denver Post—Helen Himes.
Pueblo Star-Journal & Chieftain—Arthur Porter.

CONNECTICUT
Bridgeport Sunday Herald—Doris Nicholas.
Hartford Times—Beatrix Seifert.
New Haven Register—Mabel Benson.
New London Day—Geo. H. Grout.
Norwalk Sentinel—Edith Given.
Waterbury Republican & American—Mrs. A. P. Atkins.

DISTRICT OF COLUMBIA
Washington Herald—Miss A. Loesch.
Washington News—Samuel Gordon.
Washington Post—Harold E. Rhodenbaugh.
Washington Star—C. Fred Cook.
Washington Times—Miss A. Loesch.

FLORIDA
Jacksonville Journal—Robert Dow, Jr.
Miami Herald—Mrs. Maud McMurray.
Miami News—Agnew Welsh.
St. Petersburg Independent—Mable O'Toole.
Sarasota Herald—W. H. Coe.
Tampa Times—Mrs. L. G. Mason.
Tampa Tribune—Edward Sessions.

GEORGIA
Columbus Ledger Enquirer—Miss Latimer Watson.
Macon Telegraph & News — Mrs. J. A. Northrop.

TERRITORY OF HAWAII
Honolulu Star Bulletin—Mrs. Verna Clark.

IDAHO
Boise Idaho Statesman—Eva H. Dockery.

ILLINOIS
Belvidere Republican—Chas. Plane.
Bloomington Pantagraph—Margaret Ottes.
Chicago American—Palmer Wright.
Chicago Herald & Examiner—Palmer Wright.
Chicago Journal of Commerce—Elizabeth Rannells.
Chicago News—Mr. Thomas Sayers.
Chicago Times—Ralph R. Reed.
Chicago Tribune—Mildred Burke.
Danville Commercial News—W. H. Hackman.
Decatur Herald & Review—Miss Nettie Lindsay.
Joliet Herald News—Jean Nethery.
Marion Republican—W. O. Paisley.
Moline Dispatch—Dick Warwick.
Paris Beacon News—Margaret Williams.
Peoria Journal Transcript—Mrs. I. Arbingast.
Peoria Star—Everett Kerwin.
Quincy Herald Whig—Edith Meyer.
Rock Island Argus—Edith Steinke.
Springfield State Register—J. D. Hildebrand.
Waukegan News Sun—William Fitzgerald.
Wheaton Journal—Robert Smith.

INDIANA
Evansville Press—Lola Lee Macken.
Indianapolis News—Mrs. Pearl Docherty.
Indianapolis Star—Mae Putnam.
Indianapolis Times—Vivian Lang.
New Castle Courier Times—Helen Taylor.
South Bend News Times—Carrol Pollock.
Vincennes Post—Margaret Shaw.
Wabash Plain Dealer—Lera Mae DeLauter.

IOWA
Cedar Falls Record—Miss Kathleen Smith.
Cedar Rapids Gazette—James J. Hruska.
Davenport Tri City Star—Jack Crandall.
Des Moines Register & Tribune—Jack Suttek.
Dubuque Catholic Tribune—Anthony F. Klinkner.
Ottumwa Courier—Kenneth Davis.
Shenandoah Sentinel—R. K. Tindall.
Sioux City Tribune—Charles Milner.
Webster City Freeman-Journal—George C. Tucker.

KANSAS
Chanute Tribune—Ernest W. Johnson.
Emporia Gazette—Miss Charlotte Lewis.
Topeka Capital—Margaret Eager.
Winfield Courier—Lillian E. Hodges.
Wichita Beacon—Polly Parsons.

KENTUCKY
Louisville Courier-Journal—J. W. Dyson.
Louisville Herald Post—Miss Juliet Lord.
Louisville Times—J. W. Dyson.
Paducah Sun-Democrat—James Rudy.

LOUISIANA
Alexandria Town Talk—Ann Whitney.
Baton Rouge State Times—Carol Douthat.
New Orleans Item Tribune—Warren Nordelle.

MAINE
Portland Press Herald—J. J. A. Mulhearn.
Waterville Sentinel—Beth E. Haines.

MARYLAND
Baltimore Sun—Edgar Ellis.
Boston Christian Science Monitor—Blanche Davenport.
Fall River Herald News—Eleanor Brady.

MASSACHUSETTS
Boston Post—George Brown.
Holyoke Transcript-Telegram—Mr. Camile Dubois.
Lowell Courier Citizen Leader—Ethel K. Billings.
Lowell Sun—David F. Connors.
Lynn Daily Evening Item—Martile Bergeron.
Wakefield Item—Mary L. Hurley.
Worcester Telegram—Albert Mason.

MICHIGAN
Adrian Telegram—Madge Milliker.
Albion Recorder—Geo. Mather.
Detroit Free Press—Melvin P. Youngs.
Detroit News—Lee A. White.
Flint Journal—Mrs. Mildred Bush.
Grand Rapids Herald—Miss Julia Wiarda.
Ironwood Globe—Florence Landry.
Muskegon Chronicle—Mrs. Genevieve Middlecamp.
South Haven Tribune—Roberta Dillman.
Wyandotte News—James E. Ostrum.

MINNESOTA
Duluth Herald & News-Tribune—George L. Blake.
Fairmont Sentinel—E. W. Christianson.
Mankato Free Press—Mae Schutte.
Minneapolis Star—C. C. Wilson.
St. Cloud Times-Journal—Carl A. Hennemann.

MISSOURI
Kansas City Journal-Post—Miss M. Goodson.
Kansas City Star—Myrtle Hale.
Mexico Intelligencer—James E. Sterner.
St. Joseph News Press—Elsie Jones.
St. Louis Star-Times—Mary C. Clynes.

NEBRASKA
Omaha World Herald—Helen Nolan.

NEW JERSEY
Atlantic City Press Union—Elsie Heinrich.
Bayonne Times—Nicholas Nimetz.
Bridgeton News—Hannah Burton.
Camden Courier Post—Dorothy Parker.
Newark Sunday Call—Alexander Sloan.
Newark News—Albert R. Hunt.
Newark Star-Eagle—Miss Gertrude Klingel.
Passaic Herald News—Michael Supko.
Paterson Call—Theresa Mangin.
Plainfield Courier-News—A. Wallace Gray.

NEW MEXICO
Gallup Independent—Irene M. Gribbin.

NEW YORK
Albany Knickerbocker Press—Mary Warner.
Albany News—Helen Waterbury.
Bronx Home News—Arthur Rosenstock.
Brooklyn Eagle—Mrs. Daisy Hartman.
Buffalo Courier Express—Sarah E. Sherman.
Buffalo Times—Dorothy Sparberg.
Freeport-Hempstead Nassau Review—Lillian Falkoy Hansen.
Jamaica, L. I., Press—Ann Shaffet.
Lynbrook Nassau Star—Lillian Falkoy Hansen.
Middletown Times Herald—Alice Walker.
New York Herald Tribune—D. G. Rogers.
New York Mirror—Harry Adams.
New York Post—J. Goetz.
New York Sun—Paul Drane.
New York Times—Marie-Anne Walker.
New York Wall Street Journal—Miss Florence Wagner.
New York World Telegram—Matthew Redding.
Oswego Palladium Times—F. R. Lee.
Poughkeepsie Star—Mildred S. Morgan.
Rochester Democrat & Chronicle—Joan Lynn Schild.
Rochester Times Union—Joan Lynn Schild.
Staten Island Advance—Marion Aldridge.
Syracuse Journal American—Eva A. Taylor.
Syracuse Post Standard—Mae Walton.
Tonawanda Evening News—Agnes Pasciak.
Troy Observer Budget—P. Gunn.
Utica Observer Dispatch—Myrtle E. Ellis.
Utica Press—W. E. Wolcott.
Watertown Times—Carmen Featherstone.

NORTH CAROLINA
Winston Salem Journal—Miss Lillian Haislip.

NORTH DAKOTA
Williston Herald—Rose E. Du Fresne.

OHIO
Akron Beacon Journal—Leona Taylor.
Akron Times Press—John Lewis.
Ashtabula Star Beacon—J. J. Mundy.
Cincinnati Enquirer—Harry Pence.
Cincinnati Post—Elmer Hietkemper.
Cincinnati Times Star—Philip Sauer.
Cleveland Plain Dealer—Edith Osborn.
Cleveland Press—Lawrence J. Schreiber.
Columbus Dispatch—Ray V. Blowers.
Dayton Herald—Miss Ethel Harper.
Dayton Journal—Miss Ethel Harper.
Fostoria Review—Emma Reber.
Sandusky News—Phyllis McRitchie.
Toledo Blade—Helen Lee.
Toledo News-Bee—Reva Karcher.
Toledo Times—Charlotte Erd.
Zanesville Times Recorder & Signal—Thos. W. Lewis.

OKLAHOMA
Holdenville News—Lucille Witherspoon.
Oklahoma City Oklahoman & Times—J. H. McKiddy.
Seminole Reporter—Miss Blanche Olds.
Tulsa Tribune—Jacob Lazarus.
Tulsa World—Carl Bumgarner.
Wewoka Times Democrat—W. H. Wells.

OREGON
Portland Journal—Lillie J. Stricker.
Portland Oregonian—Amanda Otto Marion.

PENNSYLVANIA
Allentown Call—John Ruhe.
Bradford Era—Joseph Guido.
Brownsville Telegraph—Wilma Sine.
Butler Eagle—Miss Ruth E. Little.
Chester Times—Helen E. McCarron.
Harrisburg Telegraph—Miss Alice Jones.
Philadelphia Record—W. Fred Warrington.
Pittsburgh Post-Gazette—Mrs. Margaret Donley.
Pittsburgh Press—Elsa W. Mansmann.
Pottsville Republican—Miss Marion Clifford.
Scranton Republican—J. E. Kern.
Scranton Times—Arthur Goodes.
Wilkes-Barre Record—J. Andrew Boyd.
Wilkes-Barre Times Leader — Harrison Smith.

RHODE ISLAND
Providence News Tribune—John Minkins.
Woonsocket Call—Arthur Laforce.

SOUTH CAROLINA
Greenville News—J. W. Chapman.

SOUTH DAKOTA
Watertown Public Opinion — John B. Cooley.

TENNESSEE
Chattanooga Times—Miss Susie Ingle.
Knoxville Journal—Eileen Shipley.
Memphis Commercial Appeal—Katie Sue Drew.
Memphis Press Scimitar—Fred Berbig.

TEXAS
Dallas News—Miss Elaine Boylan.
Eastland Telegram—Mrs. K. W. Jackson.
El Paso Times—Ramon Villalobos.
Lubbock Avalanche Journal — Wayne Atcheson.

UTAH
Ogden Standard-Examiner — Mrs. Verla Austad.

VIRGINIA
Richmond News Leader—Miss Henrietta Crump.
Richmond Times-Dispatch—Murray Stone.
Roanoke Times—Miss Comena Mattox.

WASHINGTON
Longview News—Margaret Lebo.
Seattle Post-Intelligencer—Raymond D. Holmes.
Spokane Press—Phil Zarkin.
Tacoma News Tribune—Marion L. Seymour.
Vancouver Columbian—W. P. Campbell.
Walla Walla Bulletin—Iris Little.

WEST VIRGINIA
Charleston Gazette—John T. Maginnis.
Point Pleasant Register—Anita Bowie.

WISCONSIN
Janesville Gazette—Carol Marden.
Madison Capital Times—Mrs. Else Heine.
Madison Wisconsin State Journal—Helen Kohli.
Manitowoc Herald Times—Emelia Bohne.
Milwaukee Journal—Agnes Peterson.
Milwaukee Leader—Armin Tews.
Milwaukee News—Harry Friedman.
Milwaukee Sentinel—Harry Friedman.
Superior Telegram—Miss Mary Martin.
Two Rivers Reporter—Paul Freye.

PUERTO RICO
San Juan El Imparcial—Carlos Sanchez.
San Juan La Correspondencia de Puerto Rico—Fanny Freyre.

CANADA

ALBERTA
Calgary Herald—A. Engle.
Edmonton Journal—A. W. McIntyre.

BRITISH COLUMBIA
Vancouver Sun—Mrs. Elsie McKinnell.

MANITOBA
Winnipeg Free Press—Miss Inga Thomson.
Winnipeg Evening Tribune—Miss Carolyn Cornell.

NEW BRUNSWICK
Moncton Times—R. Doedorph.

ONTARIO
Kitchener Record—Carl Schmidt.
London Free Press—Miss L. Hoehn.
St. Catharines Standard—F. H. Whitelock.
Toronto Globe Printing Co.—L. J. Hagey.
Toronto Mail & Empire—A. Eggaford.
Toronto Star—A. F. Barr.
Toronto Telegram—Ross Christie.

QUEBEC
Montreal Le Devoir—Raoul Baby.
Montreal La Patrie Pub. Co. Limited—Antoinette Gary.
Montreal L'Illustration—Fernand Beloeau.
Montreal Gazette—Miss D. Chidley.
Sherbrooke La Tribune—Fernand Boisseau.

SASKATCHEWAN
Saskatoon Star Phoenix—Mrs. N. Buchanan.
Regina Leader Post—R. Deverell.

ASSOCIATE EDITORS

ALABAMA
Birmingham News-Age-Herald — Osburne Zuber, J. F. Rothermel.
Montgomery Advertiser—Gould Beech.

ARIZONA
Douglas Dispatch—John A. Curry, City editor.
Prescott Courier & Ariz. Courier-Journal —Frank Freeman, city ed.; Margaret Hirschfield, tel. ed.

ARKANSAS
Fayetteville Democrat—Mrs. R. W. Fulbright.
Helena East Arkansas Record — Edwin Schultz.
Little Rock Arkansas Gazette—Rowland Thomas, C. E. Davis.
Pocahontas Democrat—Mrs. J. W. Case.

CALIFORNIA
Fresno Bee—William Foster Elliot.
Grass Valley Union—E. G. Kinyon.
Lodi News-Sentinel—J. R. Thompson.
Los Angeles Post-Record—Gilbert Brown.
Merced Sun-Star—John Schmidt.
Napa Journal—F. L. Gibson.
Orange News—Ray S. Arguello, city and sports editor.
Oxnard Courier—Caryl Krouser, Wenley Krouser.
Palo Alto Times—Harold Stevens, Frances Hamilton.
Redding Courier-Free Press—Walter H. Fink.
Redding Searchlight — Walter H. Fink (Editor).
Sacramento Bee—Arthur B. Waugh, Roy V. Bailey.
San Bernardino Sun-Telegram—Ralph W. Davis, assistant manager editor.
San Diego Sun—W. N. Burkhardt.
San Francisco Examiner—J. Eppinger, E. Clarke, M. Edsberg, J. Bales.
San Francisco News—Paul C. Edwards.
Santa Cruz News—H. R. Judah, E. J. Devlin.
Visalia Times-Delta—Click Relander.

COLORADO
Pueblo Star-Journal & Chieftain—Frank S. Hoag, Jr.

CONNECTICUT
Bristol Press—Arthur S. Barnes, manager.
Danbury News-Times—Curtis Wilson.
Greenwich Press—Walter B. Stoddard.
Manchester Herald—Ronald H. Ferguson, Will Asimus.
Meridan Record—Julia Lansing Hull.
New Haven Journal-Courier—William A. Bree, Jr.
Norwalk Hour—David Morrissey.
Torrington Register—George W. Peterson, editor.
Waterbury Democrat—Margaret Maloney.

DELAWARE
Wilmington News, Journal—Every Evening —M. A. Klaver, C. L. Reese, Jr., morning; George Carter, A. O. H. Grier, evening.

DISTRICT OF COLUMBIA
Washington Herald—George A. DeWitt.
Washington Star—G. A. Lyon, Newbold Noyes.

FLORIDA
Marianna Times-Courier—Emmett G. Sheppard.
Miami Herald—J. Kenneth Ballinger, H. Bond Bliss.
Miami News—Hal Leyshon.
Miami Beach Tribune—G. W. Norton.
Ocala Star—L. R. Chazal.
Sarasota Herald—J. B. Riley.
Sebring American & Avon Park American —Ernest L. Jones, Hayden Williams.
Tampa Times—David E. Smiley, editor; John Watts.
Winter Haven Chief—Russell N. Haas.

GEORGIA
Atlanta Constitution—Francis W. Clarke.
Atlanta Georgian-American—W. S. Kirkpatrick.
Atlanta Journal—John Paschall, William Cole Jones.
Columbus Ledger-Enquirer—Nelson Shipp, F. G. Storey.
Griffin News—Cecil Hurst.
Marietta Journal—Alex Tregone.
Savannah News—H. V. Jenkins, editor.
Tifton Gazette—R. S. Herring.

IDAHO
Blackfoot Bulletin—C. A. Bottolfsen, Byrd Trego.
Idaho Falls Post-Register—B. L. Moore.
Moscow News Review—W. M. Greene, Porter Ward.

ILLINOIS
Belleville News-Democrat — Richard P. Kern.
Chicago Calumet—Augie Ruf, Jack Brassell, Helen Bending.
Chicago Herald & Examiner—John J. McPhaul, Harry Read, Harry Romanoff.
Chicago Journal of Commerce—James B. Young, assistant editor.
Chicago News—Paul Scott Mowrer.
Chicago Tribune—Ruth De Young, John Watts.
Danville Commercial-News — M. V. Atwood.
Freeport Journal-Standard—T. F. Lawless, M. Douglas Grant, Henrietta Hill.
Galesburg Register-Mail—Richard F. Jelliff.
Macomb Journal—A. L. Hainline.
Marion Post—E. R. Jones.
Marion Republican—W. O. Paisley, Oldham Paisley.
Moline Dispatch—M. W. Campbell.
Peoria Journal & Transcript—E. E. Soules, manager editor.
Peoria Star—Chas. B. Smith, L. C. Hunt, Fred W. Tuerk, J. Schlotzhauer, Geo. VanGundy.
Quincy Herald-Whig—Art Higgins, Robt. Switzer.
Rock Island Argus—Frank E. Brandt.
Springfield Illinois State Register—V. Y. Dallman, editor; Clarence Glendenin.
Waukegan News-Sun—George Crawford.

(Continued on page 234)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 233*)

Associate Editors—(Continued)

INDIANA

Brazil Times—Ralph H. Plumb.
Indianapolis News—W. L. Wilson.
New Albany Tribune — James E. Montgomery.
Peru Tribune—Thomas J. Walsh.
Rushville Republican—Barton Cartmel.
Vincennes Post—James Henry.

IOWA

Boone News-Republican—Mary T. Goldthwaite.
Burlington Hawk-Eye Gazette—J. Tracey Garrett, editor.
Cedar Rapids Gazette—Harry Boyd.
Davenport Tri City Star—B. L. Getty, Les. Platt.
Des Moines Register & Tribune—W. W. Waymack.
Dubuque Catholic Daily Tribune—William S. Gloden, tel. ed.; Anthony F. Klinkner, feature ed.
Fairfield Ledger—Ben Taylor.
Keokuk Gate City—Dale E. Carrell, Jr.
Shenandoah Sentinel—C. N. Marvin.
Sioux City Tribune—O. L. Brownlee.
Spencer Reporter—William Stiener.
Webster City Freeman-Journal — George C. Tucker, K. L. Peterson.

KANSAS

Chanute Tribune—Charles F. Jones.
Dodge City Globe—A. R. Buckingham.
Frankfort Index—H. H. Hartman, A. P. Hartman.
Newton Kansan-Republican—J. L. Napier.
Wichita Beacon—W. C. Shanklin.

KENTUCKY

Lexington Leader—T. W. Rainey, Fred B. Wachs.
Louisville Courier-Journal—Barry Bullock, Vance Armentrout, Malcolm Boyley, Herbert Agar.
Louisville Herald-Post—Ollie M. James.
Louisville Times — Russell Briney, L. C. Milstead.
Maysville Public Ledger—John F. O'Donnell, M. D. Mathews.
Richmond Register—James A. Miller, Jr.

LOUISIANA

Alexandria Town Talk—R. C. Jarreau, H. H. Mobbey.

MARYLAND

Baltimore Morning Sun—Paul J. Banker, asst. man. ed.; Frank R. Kent, Jr, asst. city ed.; Burwell C. Snyder, tel. ed.; Wm. H. Y. Knighton, Jr., head copy desk; George Evans, make-up ed.; Peter C. Chambliss, state ed.
Baltimore Evening Sun—Neil H. Swanson, asst. man. ed.; Wm. L. Thomas, Harold S. Goodwin, asst city ed.; Harold T. Lutz, tel. ed.; Keene A. Rafferty, head copy desk; L. Murray Warfield, make-up ed.
Cumberland News—Harry S. Hayward.
Hagerstown Herald-Mail—C. Neill Baylor, Herald; J. Albert Hawken, Mail.

MASSACHUSETTS

Fall River Herald-News—Clarence E. Bury.
Gardner News—Nason H. Arnold, Thomas F. Flynn.
Haverhill Sunday Record—Thomas Burke.
Holyoke Transcript-Telegram—Arthur Ryan, William Dwight.
Lowell Courier-Citizen & Leader—Kent Knowlton, Frederick W. Coburn, Courier-Citizen; Philip S. Marden, Kent Knowlton, F. W. Coburn, Citizen.
Lynn Item—Harold F. Moulton, Willard C. Chase.
Wakefield Item—Stanley O. Urquhart.
Worcester Telegram, Gazette & Sunday Telegram—Joseph C. DeWolf, James F. Carroll.

MICHIGAN

Coldwater Reporter—Mrs. Ruth Kitchel Wakeman.
Detroit Free Press—Wayne Jordan, Andrew Bernhard, Douglas Martin.
Detroit News—W. S. Gilmore, ed.; Fred Gaertner, man. ed.

MINNESOTA

Duluth Herald & News-Tribune—William E. Culkin.
Mankato Free Press—M. D. Fritz.
Owatonna People's Press—Geo. F. Darby.
South St. Paul Reporter—C. T. Burnley.

MISSOURI

Cameron News-Observer—Mrs. G. Whitaker, O. B. Corn.
Chillicothe Constitution Tribune—Mrs. Mary Storey, Miss Mary Moore.
Excelsior Springs Standard—E. J. Connelly.
Kansas City Star—Austin D. Latchaw.
Macon Chronicle-Herald—Edgar White.
Neosho Democrat—Will G. Anderson.
St. Joseph News-Press—Arthur V. Burrows.
St. Joseph Gazette—Floyd Evans.
St. Louis Record—Lucius Morse.
St. Louis Star-Times—Wm. Rd. Minor, Aaron Benesch, Nat Laddin.

MONTANA

Bozeman Chronicle—Fred H. Wilson, city ed.
Lewistown Democrat-News—J. W. Hanley, E. G. Ivins.

NEBRASKA

Omaha Bee News—Col. T. W. McCullough.
Omaha World-Herald—R. M. Jones, George Grimes.

NEVADA

Reno Nevada State Journal—Lyman Clark.
Tonopah Times-Bonanza—Virginia Germain.

NEW JERSEY

Bayonne Times—Samuel Kaufman, feature ed.
Bridgeton News—Charles McIlvaine.
Camden Courier-Post—Arthur D. Pierce.
Newark Sunday Call—Edward F. Bataille.
Newark Star-Eagle—Edward Fallon.
Passaic Herald-News—Wm. M. McBridge, S. M. Hartt.
Paterson Call—Henry A. Williams.

NEW MEXICO

Gallup Independent—W. M. Harrison.
Portales News—G. K. Greaves, M. M. Stinnett.
Tucumcari News—Pauline D. Sartain.
Raton Range—Dale Bullock.
Silver City Press & Independent—Don W. Lusk (editor).

NEW YORK

Albany Knickerbocker Press—Byron J. Lewis, acting assoc. ed.
Albany News—Byron J. Lewis, acting assoc. ed.
Brooklyn Citizen—James J. Dempsey, Arthur J. Busch.
Brooklyn Eagle—Edwin B. Wilson.
Buffalo Courier-Express—Burrows Matthews, ed.
Catskill Mail—M. Edward Silberstein, ed. and pub.; F. S. Palmer, H. E. Rockwell, E. M. Boice.
Corning Leader—Walter Valerius, city ed.
Dunkirk Observer—W. A. Brennan.
Freeport-Hempstead Nassau Review—Arthur L. Hodges.
Hornell Tribune—William H. Gottlieb.
Ithaca Journal—Wm. J. Waters, news ed.
Lynbrook Nassau Star—Arthur Eggleston.
Middletown Times-Herald—Horace A. MacGowan.
New York American Banker—Horace H. Sears.
New York Jewish Day—B. Z. Goldberg.
New York Post—Isidor Feintein, Samuel Grafton.
New York Wall Street Journal—Thos. Woodlock, F. Korsmeyer.
New York World-Telegram—Lee B. Wood, exec. ed.; B. O. McAnney, city ed.; Floyd Taylor, asst. city ed.
Nyack Rockland County Journal-News—Virginia Parkhurst, Norman Baker.
Oswego Palladium-Times—C. T. Leighton.
Rochester Democrat Chronicle—Harold W. Sanford.
Rochester Times-Union—Leroy E. Snyder.
Syracuse Herald—Dr. John B. Howe, Fred Betts.
Syracuse Post-Standard—Robert L. Foorhees.
Troy Record—G. Roney, T. H. Curry.
White Plains Reporter—Milton Harker, D. D. Dade.

NORTH CAROLINA

Burlington Times-News—S. A. Cook.
Charlotte News—T. M. Pridgen.
High Point Enterprise—John Mebane, Jack Appleyard, Frank Barfield, E. B. Stone.
Salisbury Post—Spencer Murphy.
Wilson Times—Ed. W. Davis, Sue Jordan.
Winston-Salem Journal & Twin City Sentinel—H. Clay Ferree.

NORTH DAKOTA

Williston Herald—F. W. Compton, J. H. Munroe.

OHIO

Bucyrus Telegraph-Forum—Rowland R. Petrs, man. ed.
Cincinnati Times Star—Clark B. Firestone.
Cleveland Plain Dealer—Archer H. Shaw, Russell Weisman, Russell Herrick, W. C. Howells, Spencer Irwin.
Columbus Dispatch—H. Preston Wolfe.
Defiance Crescent-News—H. J. Schutt, Paul March.
Delaware Gazette—W. J. Campbell.
Dover Reporter—W. A. Korns.
Fremont Messenger—Leaman Faris.
Galion Inquirer—C. W. Etsinger, W. L. Goshorn.
Gallipolis Tribune—E. W. Mauck.
Lancaster Gazette—Richard Mattox.
Manchester Signal—V. H. Wilkerson, R. C. Wilkerson.
Toledo Blade—Lucas J. Beecher, F. M. Warwick.
Toledo Times—John D. Dun.
Urbana Citizen—Herman E. Harner.

OKLAHOMA

Alva Record—Jack Mayfield.
Bartlesville Examiner—Newell G. Wetty.
Guymon Panhandle Herald—Amos C. DeWolfe.
Hobart Democrat-Chief—D. C. Frost.
Holdenville Tribune—W. R., L. L. and D. E. Clawson.
Mangum Star—L. J. Miner.
Oklahoma City Beacon of Capital Hill—Arthur Ackenbaum.
Seminole Reporter—Vance Trimble, Sidney Reed.
Tulsa Tribune—Amy Comstock.

OREGON

Bend Bulletin—H. N. Fowler.
Grants Pass Courier—Rex Tussing.
Klamath Falls News-Herald—Malcolm Epley.
Portland Journal—Marshall N. Dana.
Portland Journal of Commerce—W. O. Silverthorn.
Portland Oregonian—R. G. Callvert.

PENNSYLVANIA

Bradford Era—Marion Milliron, Thomas Miskell, David B. Rupley.
Bradford Star & Record—D. A. Dennison.
Connellsville Courier—John L Gans, man. ed.
Johnstown Democrat—John C. Sheridan, (editor).
Lock Haven Express—Mrs. Christine E. Richens.
Philadelphia Record—Harry T. Saylor, ed.; William F. Hawkes, man. ed.; A. L. Clarke, asst. man ed.; Sam Laird, night ed.; Leeds Moberly, telegraph.
Pottstown Herald—R. C. Kelley.
Pottsville Journal—J. M. Harris.
Pottsville Republican—H. C. Hoffman.
Scranton Times—Thomas Murphy, C. Fred Henne.
State College Centre Times—G. A. Scott, H. M. Morrow.
Tamaque Courier—Robt. Meredith, Michael Casina.
Towanda Review—Staley N. Clarke, L. Ashton Merrill, Jr.
Uniontown Herald & Genius—R. S. Isiminger, J. S. Albright.
Wilkes-Barre Sunday Independent—Thomas F. Heffernan, John V. Heffernan, Thomas E. Heffernan.
Wilkes-Barre Times-Leader—W. E. Woodruff, Victor Burr.
York Gazette & Daily—Chauncey T. Kling.

RHODE ISLAND

West Warwick Pawtuxet Valley Times—William J. Hammond.

SOUTH CAROLINA

Greenville News—J. E. Brunson.
Greenwood Index-Journal—E. P. Wideman, Edward Finlay.

SOUTH DAKOTA

Sioux Falls Argus-Leader—J. A. Derome.
Rapid City Journal—Walter S. Travis.

TENNESSEE

Elizabethton Star—John W. Bloomer.
Johnson City Press & Chronicle—W. L. Hicklin.
Knoxville Journal—Anne Rankin.
Nashville Banner—W. E. Beard.

TEXAS

Corpus Christi Caller-Times—Maurice Gardner.
Dallas News & Journal—V. H. Schoffelmayer, Stuart McGregor, J. J. Taylor.
Hillsboro Mirror—Joe F. Menow.
Lubbock Avalanche-Journal—C. C. Watson, C. W. Ratliff.
Palestine Herald & Press—Franklin Bradford, Lester Hamilton.
San Marcos News—Henry G. Howell.

UTAH

Ogden Standard-Examiner—Frank Francis, Will W. Bowman.

VIRGINIA

Danville Register & Bee—W. S. Meacham, Gerard Tetley.
Norfolk Ledger Dispatch—Jos. A. Leslie.
Portsmouth Star—A. McK. Griggs.

WASHINGTON

Centralia Chronicle—Ray W. Edinger.
Yakima Herald—Paul Neill.
Yakima Republic—S. I. Anthon.

WEST VIRGINIA

Charleston Gazette—Harry L. Flournoy, Frank A. Knight, Mrs. Virginia Murray.
Grafton Sentinel—John S. Palmer.
Martinsburg Journal—H. C. Ogden.
Point Pleasant Register—Roy E. Blessing.

WISCONSIN

Janesville Gazette—Harris Drew.
Madison Capital Times—H. D. Sage.
Madison Wisconsin State Journal—Mark R. Byers, Winter Everett.
Manitowoc Herald-Times—Barney Peyser.
Marinette Eagle-Star—Ed. W. LeRoy, B. C. Noyes.
Milwaukee Sentinel—George F. Lounsbury.

WYOMING

Gillette American & Evening Journal—Mary A. Rice, Anna Utz.

CANADA

ALBERTA

Calgary Herald—J. E. Wodell.
Edmonton Journal—F. M. Gerrie, news ed.; D. MacDougall, city ed.

BRITISH COLUMBIA

Nanaimo Free Press—F. Reynolds.

MANITOBA

Winnipeg Free Press—T. B. Robertson, asst. ed. in chief.
Winnipeg Tribune—Randolph Patton, B. A. MacNab, J. J. Moncrieff, R. H. Hooper.

NOVA SCOTIA

Glace Bay Gazette—C. C. Ogilvie.
New Glasgow News—Bruce Riggs.

ONTARIO

Guelph Mercury—E. S. Tate, J. F. Collins, H. A. Cole.
Kitchener Record—Arthur H. Lowe, Edward W. Donohoe.
Ottawa Citizen—E. W. Harrold.
Ottawa Journal—M. Grattan O'Leary, V. M. Kipp.
Sarnia Canadian Observer—W. G. Hale, A. W. Tennant.
Toronto Mail & Empire—John Henna, Colin Sabiston.
Toronto Star—Joseph T. Clark (editor).
Toronto Telegram—C. H. J. Snider.
Windsor Star—W. L. Clark.

QUEBEC

Montreal Le Devoir—Louis Dupire, Emile Benoist.
Montreal L'Illustration—Dollard Dansereau, ed.
Montreal Standard—R. A. Cochrane.
Montreal Star—A. J. West.

SASKATCHEWAN

Regina Leader-Post—D. B. MacRae.

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Active List

Arne, Miss Sigrid, Associated Press, 3220 Connecticut Ave.; Atwater, Miss Helen W., Editor, Journal of Home Economics, The Kennedy-Warren; Barbour, Miss Mildred, The Portner, United Features; Black, Ruby A., 824 National Press Bldg., United Press; Blair, Emily Newel (Mrs. Harry W.), 1516 33rd St., N.W., Special Writer; Blair, Martha (Mrs. Granger), 1406 29th St., N.W.; Washington Herald; Boeckel, Florence Brewer (Mrs. R. M.), 432 17th St., N.W.; Publicity, National Council for Prevention of War, Bonwit, Miss Julia A., The Cavalier Hotel, Washington Times; Bradshaw, Miss Roberta V., 3200 P St., N.W., Consolidated News Features; Brooks, Miss Katherine, The Plaza, Washington Circle, Washington Star; Brooks, Kate Scott (Mrs. Hobart), The Plaza, Washington Circle, Chicago Tribune; Buchalter, Helen (Mrs. Samuel Shaffer), 2807 Connecticut Ave., Apt. 505, Washington Daily News; Condon, Evelyn C. (Mrs. Arthur D.), 1216 16th St., N.W., Great Falls (Mont.) News; Cook, Helen Fetter (Mrs. Theodore W.), 3114 19th St., N.W., Special Writer; Craig, Mrs. Elizabeth May, Capitol Towers, Portland (Me.) Press-Herald; Davis, Miss Emily C., 4707 Connecticut Ave., Science Service; Davis, Maxine, 1235 31st St., N.W.; Special Writer; Dean, Mrs. Frances S., Villa Valentine, Wilson Lane, Bethesda, Publicity, National Park Service, U. S. Dept. of Interior; Edgar, Miss Hazel Grant, 1705 K St., N.W.; Publicity Bureau; Enochs, Elisabeth Shirley (Mrs. John M.), R.F.D., Lorton, Va., Associate Editor, Children's Bureau, U. S. Department of Labor; Essary, Helen K. (Mrs. J. Fred), 3121 Newark St., N.W.; Washington Times; Finney, Ruth (Mrs. Robert S. Allen), 1525 28th St., N.W.; Scripps-Howard Newspaper Alliance; Fitzgerald, Gertrude M. (Mrs. Joseph T.), 3526 Quesada St., Chevy Chase, D. C., Kansas City Star; Fleeson, Doris (Mrs. John O'Donnell), 2 Montrose Drive, North Chevy Chase, Md., New York Daily News.

Frazier, Miss Corinne Reid, 1661 Crescent Pl., N.W., Philadelphia Public Ledger Syndicate; Furman, Bess (Mrs. Robert R. Armstrong, Jr.), 2712 Wisconsin Ave., N.W.; Associated Press; Garnett, Betty H. (Mrs. Burt P.), 323 So. St. Asaph St., Alexandria, Va., Washington Daily News; Gasch, Marie Manning (Mrs. H. E.), 1755 P St., N.W., King Features; Griffin, Isabel Kinnear (Mrs. Bulkley S.), 200 Raymond St., Chevy Chase, Md., Griffin News Bureau; Harris, Ned Brunson, 2025 I St., N.W., Owensboro (Ky.) Messenger; Hart, Miss Margaret Poe, 1816 Kalorama Rd., N.W., Washington Star; Hemphill, Miss Josephine, 3220 Connecticut Ave., N.W., Special Writer; Herrick, Genevieve Forbes (Mrs. John M.), 316 Braddock Rd., Alexandria, Va., North American Newspaper Alliance; Hopkins, Grace Porter (Mrs. Randolph D.), 1926 Biltmore St., N.W., Special Writer; Hornaday, Miss Mary, 1291 National Press Building, Christian Science Monitor; Howell, Ruth A. (Mrs. Edward Stansbury), 1013 13th St., N.W., Washington Daily News; Howerth, Dorothy Fletcher (Mrs. Dwight G.), 1112 Euclid St., N.W., Special Writer; Hynes, Miss Elizabeth K. ("Betty"), 1612 20th St., N.W., Washington Herald; Jones, Gladys Moon (Mrs. Harry L.), 1310 34th St., N.W., New English Weekly; Jones, Mary MacCracken (Mrs. Hosea Williams Jones), The Highlands, Edgar News Service; Jones, Miss Ruth Eleanor, 1747 Corcoran St., N.W.; Washington Herald; Joyce, Miss Blanche M., 2804 13th St., N.E., Associate Editor, Bureau of Agriculturing Engineering, U. S. Dept. of Agriculture; Keating, Margaret (Mrs. Edward), 2311 Connecticut Ave., Labor; Kelly, Miss Lora, 1940 Biltmore St., N.W.; Keyes, Frances Parkinson (Mrs. Henry W.), 111 N. Alfred St., Alexandria, Va., Associate Editor, Good Housekeeping.

Kreiselman, Lee (Mrs. Isadore Jaffe), The Westchester, Wichita (Kan.) Beacon; Lewis, Miss Dorothea J., 3216 13th St., N.W., Wisconsin State Journal; Lewis, Katherine (Mrs. Edward McE.), 3133 O St., N.W., Publicity, American Red Cross. Libby, Violet K. (Mrs. John H.), Special Writer; Lincoln, Miss Emma Perley ("Bab"), The Dresden, 2126 Connecticut Ave., Special Writer; Lindsay, Miss Malvina, Ebbitt Hotel, Washington Post; MacBride, Miss Jessie, 1317 H St., N.W. McClintock, Miss Merle, The Grafton Hotel, Publicity, American Red Cross; Mallon, Miss Winifred, 2311 Connecticut Ave., New York Times; Martin, Miss Cecilia Barber ("Jackie"), U. S. Soldiers' Home, Washington Herald; McDougall, Miss Maud, 2819 28th St., N.W., Philadelphia Record; Orr, Miss Flora, 828 18th St., N.W.; Page, Celeste Walker (Mrs. Stephen L. Upson), The Westchester, Assistant Director, Publicity Division, Home Owners' Loan Corporation; Parkinson, Miss Nellie A., 1216 Delafield Pl., N.W., Associate Editor, Journal of Industrial and Engineering Chemistry; Patterson, Mrs. Eleanor, 15 Dupont Circle, Editor and Publisher, Washington Herald; Phelps, Grace (Mrs. Edmond McKenna) 1820 Massachusetts Ave., Special Writer; Pickett, Sallie, V. H. (Mrs. Theodore J.), 1943 Biltmore St., N.W., Washington Star; Pitts, Alice Fox (Mrs. Frederic C.), Sandy Spring, Md., Washington Post; Poe, Miss Elisabeth Ellicott, 3307 Cleveland Ave., N.W., Washington Post; Prager, Miss Esther, Cathedral Mansions Center, 3000 Connecticut Ave., Washington Herald; Price, Miss Virginia W., 1524 31st St., N. W., Mobile (Ala.) Press-Register; Rainey, Miss Ada, 1618 P St., N. W., Special Writer; Rice, Margery (Mrs. Sherlock Cunningham), 2127 California St., Chicago Journal of Commerce; Robinson, Alice Gram (Mrs. Norborne T. N.), 2131 Le Roy Pl., N.W., Owner and Publisher, Congressional Digest; Ruby, Jane, 1913 13th St., N.W., Newspaper Enterprise Association; Schreiner, Miss Bess Davis, 2000 16th St., N.W., Publicity; Shepard, Lily Lykes (Mrs. Nelson), 51 West Lenox St., Chevy Chase, Md., Weekly Underwriter; Silver, Ida Phelps (Mrs. E. H.), 1921 Kalorama Rd., N.W.; Publicity; Smith, Miss Ethel M., 5527 39th St., N.W.; Information Division, Bureau of Home Economics, U. S. Dept. of Agriculture; Stephens, Miss Virgilia, 1730 M St., N.W.; Washington Herald; Story, Miss Isabelle F., 1910 K St., N.W., Editor-in-Chief, National Park Service, U. S. Dept. of Interior; Strayer, Miss Martha, 1013 13th St., N.W., Washington Daily News; Tighe, Josephine (Mrs. Alfred B. Williams), 1309 Irving St., N.W., Special Writer; Van Deman, Miss Ruth, 3502 30th St., N.W., Chief, Information Division, Bureau of Home Economics, U. S. Department of Agriculture; Weed, Mrs. Helena Hill, Mayfair Apartments, 2115 C St., N.W., Universal Service; Wharton, Elna Harwood (Mrs. George W.), 4813 30th St., N.W., Press Service, U. S. Dept. of Agriculture; Wheaton, Anne Williams (Mrs. Warren), The Westchester, Publicity.

Wilson, Mrs. Vylla Poe, 3307 Cleveland Ave., Washington Post; Wilson, Katherine Mary (Mrs. Richard), 1231 National Press Bldg., Des Moines (Ia.) Register and Tribune; Winner, Miss Velia Alberta, The Kennedy-Warren, Publicity, General Federation Women's Clubs; Young, Mrs. Elisabeth, 2126 Connecticut Ave., Washington Post; Young, Marguerite (Mrs. Seymour Waldman), 954 National Press Bldg., The Daily Worker; Youngman, Miss Anna, The Westchester, Washington Post.

U. S. NEWSPAPER RADIO AFFILIATIONS

DURING the year 1935 the commercial affiliations of newspaper with radio broadcasting stations doubled. As of Jan. 25, 1936, 145 stations were either owned or controlled by newspapers or were stations in which a newspaper had an interest either as an affiliate, part owner, or through an interlocking directorate. Listing includes, in the following order: Station call letters, city in which studio is located, name of paper, power, kilocycle channel, operating time, name of manager and subscription to a commercial press service. The three services offering news for sale to stations are United Press (UP), International News Service (INS), and Transradio Press Service (TP).

ALABAMA

WSGN, Birmingham, Birmingham News and Age Herald, 250 watts day, 100 night, 1310 kilocycles. Don D. Campbell, mgr.

ARIZONA

KTAR, Phoenix, Arizona Republic and Electrical Equipment Company, 1000 watts, 620 kilocycles. Full time. Richard O. Lewis, mgr.

ARKANSAS

KELD, El Dorado, Arkansas Farm Weekly, 100 watts, 1370 kilocycles. Full time. F. E. Bolls, mgr. (TP).

KUOA, Fayetteville, Fayetteville Democrat, 1000 watts, 1260 kilocycles, daytime. Storm Whaley, mgr.

KARK, Little Rock, Arkansas Farm Weekly, 500 watts, day; 250 watts, night, 890 kilocycles. Howard A. Shurman, mgr. (TP).

CALIFORNIA

KERN, Bakersfield, Bee Bakersfield Broadcasting Company, 100 watts, 1370 kilocycles. Full time. Norman B. McLaughlin, mgr. (INS).

KMJ, Fresno, James McClatchy Company, 1000 watts, day; 500 watts, night. G. L. Engstrom, mgr. (U.P.).

KEHE, Los Angeles, Los Angeles Evening Herald Publishing Company (Hearst), 1000 watts, day; 500 watts, night. 780 kilocycles. Divides full time with KELW. George Martinson, mgr.

KELW, Los Angeles, Los Angeles Evening Herald (Hearst), 1000 watts, day; 500 watts nights; divides time with KEHE. George Martinson, mgr.

KLX, Oakland, Tribune Building Company, 1000 watts, 880 kilocycles. Full time. Preston D. Allen, mgr.

KFBK, Sacramento, James McClatchy Company, 5000 watts, 1490 kilocycles. Full time. (U.P.)

KPO, San Francisco, San Francisco Chronicle, 50,000 watts, 680 kilocycles. Full time.

KYA, San Francisco, Pacific Broadcasting Company (Hearst), 1000 watts, 1230 kilocycles. Full time. Edward McCallum, mgr. (INS).

KWG, Stockton, McClatchy Newspapers, 100 watts, 1200 kilocycles. Full time. Bernard E. Cooney, mgr. (INS).

COLORADO

KLZ, Denver, Oklahoma City Oklahoman and Times publisher (E. K. Gaylord), 1000 watts, 560 kilocycles. Full time. J. I. Meyerson, mgr. (INS).

CONNECTICUT

The Hartford Times, Inc., Hartford, Conn. Granted construction permit for new station to operate on 1200 kilocycles, 100 watts, daytime, effective February 3, 1936. No call letters yet assigned.

W1XBS, Waterbury, American-Republican, Inc., 1000 watts, 1530 kilocycles. Full time. Erwin J. Frey, mgr.

DELAWARE

WDEL, Wilmington, Lancaster (Pa.) New Era and Intelligencer Journal, 500 watts, day; 250 watts, night, 1120 kilocycles. Gorman Walsh, mgr.

WILM, Wilmington, Lancaster (Pa.) New Era and Intelligencer Journal, 100 watts, 1400 kilocycles. Full time. Gorman Walsh, mgr.

FLORIDA

WIOD, Miami, Miami Times, 1000 watts, 1300 kilocycles. Full time. Jesse H. Jay, mgr.

WCOA, Pensacola, owned by John H. Perry, publisher of Pensacola News and Journal. Jacksonville Journal, and Reading, (Pa.) Times, 500 watts, 1340 kilocycles. Full time. G. R. Bose, mgr.

WTAL, Tallahassee, Avon Highlands County Pilot and Twin County Sun, 100 watts, 1310 kilocycles. Full time. Richard Kingston, mgr. (TP).

WDAE, Tampa, Tampa Times Company, 2500 watts, day; 1000 watts, night, 1220 kilocycles. L. S. Mitchell, mgr.

GEORGIA

WSB, Atlanta, Atlanta Journal, 50,000 watts, 740 kilocycles. Full time. Lambdin Kay, mgr.

ILLINOIS

WAAF, Chicago, Chicago Daily Drovers Journal, 500 watts, 920 kilocycles. Full time. Wm. E. Hutchinson, mgr.

WGN, Chicago, Chicago Tribune, 50,000 watts, 720 kilocycles. Full time. Quin A. Ryan, mgr.

WLS, Chicago, Prairie Farmer, 50,000 watts, 870 kilocycles Divides full time with WENR. Glenn Snyder, mgr. (TP).

WROK, Rockford, Rockford Star and Register Tribune, 500 watts, 1410 kilocycles. Divides full time with WHBL. Lloyd C. Thomas, mgr.

WHBF, Rock Island, Rock Island Argus, 250 watts, day; 100 watts, night, 1210 kilocycles. James L. Hughes, mgr.

INDIANA

WTRC, Elkhart, Elkhart Daily Truth, 100 watts, day; 50 watts, night. Divides time with WLBC. R. R. Baker, mgr.

WFAM, South Bend, South Bend Tribune, 100 watts, 1200 kilocycles. Divides time with WWAE. S. W. Petacci, mgr.

WSBT, South Bend, South Bend Tribune, 500 watts, 1360 kilocycles. Divides time with WGES. S. W. Petacci, mgr.

IOWA

WMT, Cedar Rapids-Waterloo, Des Moines Register and Tribune Company, 2500 watts, day; 1000 watts, night, 600 kilocycles. Sumner D. Quarton, mgr. (TP).

KRNT, Des Moines, Register and Tribune Company, 1000 watts, day; 500 watts, night, 1320 kilocycles. Walter J. Preston, mgr. (UP & INS).

KSO, Des Moines, Register and Tribune Company, 1000 watts, day; 500 watts, night, 1430 kilocycles. Walter J. Preston, mgr. (UP & INS).

KSCJ, Sioux City, Sioux City Journal, 2,500 watts, day; 1000 watts, night, 1330 kilocycles. Divides time with WTAQ. C. W. Corkhill, mgr.

KANSAS

KGGF, Coffeyville, Coffeyville Journal, 1000 watts, 1010 kilocycles. Divides time with WNAD.

KGNO, Dodge City, Dodge City Globe, 250 watts, 1340 kilocycles. Full time. G. W. Chitty, mgr.

WLBF, Kansas City, Kansas City, Kansan, 100 watts, 1420 kilocycles. Full time. Herbert Hollister, mgr.

WIBW, Topeka, Topeka Daily Capital, 5000 watts, day; 100 watts, night, 580 kilocycles. Divides time with KSAC. Don Searle, mgr. (INS).

KFH, Wichita, Wichita Eagle, 1000 watts, 1300 kilocycles. Full time. C. U. Price, mgr.

KENTUCKY

WHAS, Louisville, Louisville Courier Journal and Times, 50,000 watts, 820 kilocycles. Full time. Credo Harris, mgr.

LOUISIANA

KVOL, Lafayette, Lafayette Advertiser, 100 watts, full time, 1310 kilocycles. George H. Thomas, mgr.

WJBO, Baton Rouge, Baton Rouge State Times and Morning Advocate, 100 watts, 1420 kilocycles. Full time. H. Vernon Anderson, mgr.

KTBS, Shreveport, Times Publishing Company, Ltd., 1000 watts, 1450 kilocycles. Full time. John C. McCormack, mgr. (UP).

KWKH, Shreveport, Times Publishing Company, Ltd., 10,000 watts, 1100 kilocycles. Full time. John C. McCormack, mgr. (UP).

MARYLAND

WBAL, Baltimore, Hearst Radio, 10,000 watts, 1060 kilocycles. Full time. Edwin M. Spence, mgr. (UP & INS).

MASSACHUSETTS

WNBH, New Bedford, New Bedford Mercury and Standard Times, 250 watts, day; 100 watts, night, 1310 kilocycles. Irving Vermilya, mgr. (UP).

WTAG, Worcester, Worcester Telegram and Gazette, 500 watts, 580 kilocycles. Full Times. Ted Hill mgr.

MICHIGAN

WELL, Battle Creek, Battle Creek Enquirer and News, 100 watts, 1420 kilocycles. Full time. D. F. Jayne, mgr.

WWJ, Detroit, Detroit News, 1000 watts, 920 kilocycles. Full time. Wm. J. Scripps, mgr.

WBEO, Marquette, Marquette Mining Journal, 100 watts, 1310 kilocycles. Full time. Leo G. Brott, mgr.

MINNESOTA

WEBC, Duluth-Superior, Superior, Wis., Telegram, 5000 watts, day; 1000 watts, night, 1290 kilocycles. W. C. Bridges, mgr. (TP).

WMFG, Hibbing, Superior (Wis.) Telegram, 100 watts, 1210 kilocycles. Full time. H. S. Hyett, mgr.

WCCO, Minneapolis, Minneapolis Star, 50,000 watts, 810 kilocycles. Full time. E. H. Gammons, mgr. (UP).

WTCN, Minneapolis-St. Paul, Dispatch Pioneer Press Company and Minneapolis Tribune Company, 5000 watts, day; 1000 watts, night; 1250 kilocycles. Full time. Kingsley H. Murphy, mgr. (INS).

KSTP, St. Paul, Minneapolis Journal, 25,000 watts, day; 10,000 watts, night, 1460 kilocycles. Full time. Stanley E. Hubbard, mgr. (TP & UP).

MISSISSIPPI

WQBC, Vicksburg, Vicksburg Post, 1000 watts, daytime only, 1360 kilocycles. L. P. Cashman, mgr.

NORTH DAKOTA

KGFK, Moorehead, Fargo, N. D., Forum, 100 watts, 1500 kilocycles. Full time. David B. Henley, mgr.

MISSOURI

WMBH, Joplin, minority ownership by trustee, Joplin Globe and News Herald, 250 watts, day; 100 watts, night, 1420 kilocycles. D. J. Poynor, mgr. (TP).

WHB, Kansas City, affiliated Kansas City Journal Post, 1000 watts, 860 kilocycles Daytime only. John T. Schilling, mgr.

WDAF, Kansas City, Kansas City Star, 5000 watts, day; 1000 watts, night. H. Dean Fitzer, mgr.

KSD, St. Louis, St. Louis Post-Dispatch, 1000 watts, 550 kilocycles. G. M. Burbach, mgr.

KGBX, Springfield operated by publisher of Ozark Weekly, 500 watts, 1230 kilocycles. Full time. R. D. Foster, mgr.

KWTO, Springfield, Ozark Weekly, 1000 watts, 560 kilocycles. Daytime only. R. D. Foster, mgr.

NEBRASKA

KMMJ, Clay Center, Omaha World Herald, 1000 watts, 740 kilocycles. Daytime only. M. M. Johnson, mgr. (TP).

KFAB, Lincoln, Lincoln Journal and Star, 10,000 watts, 770 kilocycles. Full time. John M. Henry, mgr.

WFOR, Lincoln, Lincoln Journal and Star, 250 watts, day; 100 watts, night. John M. Henry, mgr.

WJAG, Norfolk, Norfolk Daily News, 1000 watts, 1060 kilocycles. Daytime only. Arthur C. Thomas, mgr.

KOIL, Omaha, Lincoln Journal and Star, 2500 watts, day; 1000 watts, night. John M. Henry, mgr.

WAAW, Omaha, Omaha World Herald, 500 watts, 660 kilocycles. Daytime only. F. P. Manchester, mgr.

KGBZ, York, Omaha World Herald, 2500 watts, day; 1000 watts, night. Lloyd C. Thomas, mgr.

NEVADA

KOH, Reno, The Bee, Inc., 500 watts, 1380 kilocycles. Full time. Joy True, mgr.

NEW MEXICO

KOB, Albuquerque, Albuquerque Journal, 10,000 watts, 1180 kilocycles. Full time.

NEW YORK

WOKO, Albany, Knickerbocker Press, 1000 watts, day; 500 watts, night. Harold E. Smith, mgr.

WBEN, Buffalo, Buffalo Evening News, 1000 watts, 900 kilocycles. Full time. Edward T. Twamley, mgr.

WESG, Elmira, Elmira Star-Gazette, Inc., 1000 watts, 850 kilocycles. Daytime only. Dale L. Taylor, mgr.

WEVD, New York City, Jewish Daily Forward, 1000 watts, 1300 kilocycles. Henry Greenfield, mgr.

WINS, New York City, Hearst Radio, 1000 watts, 1180 kilocycles. Daytime only. Bert Squire, gen. mgr. (INS).

WHDL, Olean, part ownership Gannett Newspapers, 100 watts, 1420 kilocycles. Daytime only. Leonard L. Hofmann, mgr.

WHEC, Rochester, Gannett Newspapers, 1000 watts, day; 500 watts, night. G. O. Wiig, mgr. (INS).

NORTH CAROLINA

WWNC, Asheville, Asheville Citizen Times Company, 1000 watts, 570 kilocycles. Full time. Don S. Elias, mgr. (UP).

WSJS, Winston-Salem, Winston-Salem Journal Company, 100 watts, 1310 kilocycles. Full time. Norris L. O'Neil, mgr.

NORTH DAKOTA

WDAY, Fargo, Fargo Forum, 5000 watts, day; 1000 watts, night, 940 kilocycles. E. C. Reineke, mgr. (TP).

OHIO

WHK, Cleveland, Plain Dealer Publishing Company, 2500 watts, day; 1000 watts, night, 1390 kilocycles. H. K. Carpenter, mgr. (TP).

WJAY, Cleveland, Plain Dealer Publishing Company, 500 watts, 610 kilocycles. Daytime only. Edythe F. Melrose, mgr. (UP).

WAIU, Columbus, Cleveland Plain Dealer, 500 watts, 640 kilocycles. C. M. Everson, mgr.

WBNS, Columbus, Columbus Dispatch, 1000 watts, day; 500 watts, night, 1430 kilocycles. Richard A. Borel, mgr. (TP).

WCOL, Columbus, Ohio State Journal, 100 watts, 1210 kilocycles. Full time. Jack Kelly, mgr.

WCPO, Cincinnati, Continental Radio (Scripps-Howard), 250 watts, day; 100 watts, night, 1200 kilocycles. W. A. Clark, mgr.

WHIO, Dayton, Dayton Daily News, 1000 watts, 1260 kilocycles. Full time. James M. Cox, Jr., mgr.

WSMK, Dayton, Dayton Herald and Journal, 200 watts, 1380 kilocycles. Daytime and 10 pm. to 1 am. Stanley M. Krohn, Jr., mgr.

OKLAHOMA

KVSO, Ardmore, Ardmore Daily Ardmoreite, 100 watts, 1210 kilocycles. Daytime only. Ted Smith, mgr.

KCRC, Enid, Enid News and Eagle, 250 watts, 1360 kilocycles. Full time. H. J. Porter, mgr.

Oklahoma Press Publishing Company, Muskogee, Okla. Granted construction permit to operate on 1500 kilocycles, 100 watts, unlimited time, effective February 11, 1936.

WKY, Oklahoma City, Oklahoma Publishing Company, 1000 watts, 900 kilocycles. Full time. Gayle V. Grubb, mgr.

KGFF, Shawnee, Shawnee News and Star, 100 watts, 1420 kilocycles. Full time. R. U. Porter, mgr.

OREGON

KALE, Portland, Oregon Journal, 500 watts, 1300 kilocycles. Half time. Divides with KFIR. C. Roy Hunt, mgr.

KEX, Portland, Oregonian Publishing Company, 5000 watts, 1180 kilocycles. W. Carey Jennings, mgr. (INS).

KGW, Portland, Oregonian Publishing Company, 5000 watts, day; 1000 watts, night, 620 kilocycles. W. C. Jennings, mgr. (INS).

KOIN, Portland, Oregon Journal, 5000 watts, day; 1000 watts, night; 940 kilocycles. C. Roy Hunt, mgr. (INS).

KRNR, Roseburg, News-Review, 100 watts, 1500 kilocycles. Daytime. J. B. Toles, mgr.

PENNSYLVANIA

WSAN, Allentown, Allentown Call, 500 watts, 1440 kilocycles.

WHP, Harrisburg, Telegraph Newspapers, 1000 watts, day; 500 watts, night; 1430 kilocycles. A. K. Redmond, mgr. (TP).

WKBO, Harrisburg, Harrisburg Telegraph, 250 watts, day; 100 watts, night, 1200 kilocycles. C. G. Moss, mgr.

WAZL, Hazelton, Lancaster New Era and Intelligencer Journal, 100 watts, 1420 kilocycles. Full time. Victor C. Diehm, mgr.

WGAL, Lancaster, Lancaster Newspapers, Inc., 250 watts, day; 100 watts, night, 1500 kilocycles. H. H. Hatchette, mgr.

WHAT, Philadelphia, Public Ledger, 100 watts, 1310 kilocycles. Divides full time with WTEL. L. H. Bailey, mgr.

WCAE, Pittsburgh, Pittsburgh Sun Telegraph (Hearst Radio), 5000 watts, day; 1000 watts, night, 1220 kilocycles. Ford Billings, mgr.

WWSW, Pittsburgh, Pittsburgh Post Gazette, 250 watts, day; 100 watts, night, 1500 kilocycles. Full time. F. R. Smith, Jr., mgr.

WQAN, Scranton, Scranton Times, 250 watts, 880 kilocycles. Divides full time with WGBI. A. Oschman, mgr.

WKOK, Sunbury, Sunbury Item, 100 watts, 1210 kilocycles. Divides full time with WBAX. H. H. Haddon, mgr.

WRAK, Williamsport, Williamsport Sun Gazette, 250 watts, day; 100 night, 1370 kilocycles. Full time. John H. Stenger, Jr., gen. mgr.

WORK, York, Lancaster New Era and Intelligencer Journal, 1000 watts, 1320 kilocycles. Full time. Robert Gulick, mgr.

SOUTH CAROLINA

WAIM, Anderson, Anderson Independent and Mail, 100 watts, 1200 kilocycles. Half time. W. E. Henderson, mgr. (T. P.)

WFBC, Greenville, Greenville News Piedmont, 1000 watts, 1300 kilocycles. Full time. B. H. Peace, Jr., mgr.

TENNESSEE

WTJS, Jackson, Sun Publishing Company, 250 watts, day; 100 night, 1310 kilocycles. Full time. Albert A. Stone, mgr.

WNOX, Knoxville, Continental Radio Company (Scripps-Howard), 2000 watts, day; 1000 watts, night, 560 kilocycles. Full time. Richard Westergaard, mgr. (UP).

WMC, Memphis, Memphis Commercial Appeal, 2500 watts, day; 1000 watts, night, 780 kilocycles. Full time. W. W. Slavick, mgr.

TEXAS

KGNC, Amarillo, Amarillo Globe News, 2500 watts, day; 1000 watts, night, 1410 kilocycles. Full time. O. L. Taylor, mgr. (UP).

KRLD, Dallas, Dallas Times Herald Printing Co., 10,000 watts, 1040 kilocycles. Full time. J. W. Runyon, mgr. (INS).

WFAA, Dallas, Dallas News, 50,000 watts, 800 kilocycles. Full time. Martin B. Campbell, mgr.

WBAP, Ft. Worth Star Telegram, 50,000 watts, 800 kilocycles. Harold V. Hough, mgr.

KPRC, Houston, Houston Post, 5000 watts, day; 1000 watts, night, 920 kilocycles. Full time. Kern Tips, mgr.

KTRH, Houston, Houston Chronicle Publishing Company, 5000 watts, day; 1000 watts, night, 1290 kilocycles. Full time. B. F. Orr, mgr.

KXYZ, Houston, Houston Chronicle, 1000 watts, 1440 kilocycles. Full time. T. F. Smith, mgr.

KGKL, San Angelo, San Angelo Standard, 100 watts, 1370 kilocycles. Full time. H. C. Reynolds, mgr.

KGKO, Wichita Falls, Fort Worth Star Telegram, 1000 watts, day; 250 watts, night, 570 kilocycles. Full time. Darrold A. Kahn, mgr.

UTAH

KLO, Ogden, Ogden Standard Examiner, 500 watts, 1400 kilocycles. Full time. Paul R. Reitmeyer, mgr.

KSL, Salt Lake City, Salt Lake Tribune, 50,000 watts, 1130 kilocycles. Full time. Earl J. Glade, mgr. (INS).

VERMONT

WCAX, Burlington, Burlington Daily News, 100 watts, 1200 kilocycles. Part time. Bertha Jackson, mgr.

WDEV, Waterbury, Waterbury Record, 500 watts, 550 kilocycles. Daytime only. (TP).

VIRGINIA

WTAR, Norfolk, Norfolk Ledger Dispatch, and Virginian Pilot, 1000 watts, day; 500 watts, night. Full time. Campbell Arnoux, mgr. (UP).

WPRH, Petersburg, Richmond News Leader, Richmond, Va., 500 watts, 880 kilocycles. Daytime. J. L. Stone, mgr.

WDBJ, Roanoke, Roanoke Times and Roanoke World News, 1000 watts, 930 kilocycles. Full time. R. P. Jordan, mgr. (TP).

WEST VIRGINIA

WHIS, Bluefield, Bluefield Daily Telegraph and Sunset News, 500 watts, day; 250 watts, night, 1410 kilocycles. Full time. C. H. Murphy, Jr., mgr.

WCHS, Charleston, Huntington Advertiser and Herald Dispatch, 1000 watts, day; 500 watts, night, 580 kilocycles. W. C. McKellar, mgr. (TP).

WSAZ, Huntington, Huntington Advertiser and Herald Dispatch, 1000 watts, 1190 kilocycles. Full time. W. C. McKellar, mgr.

WISCONSIN

KFIZ, Fond du Lac, Fond du Lac Commonwealth Reporter, 100 watts, 1420 kilocycles. Full time. Lynn N. Fairbanks, mgr.

WCLO, Janesville, Janesville Gazette, 100 watts, 1200 kilocycles. Full time. S. H. Bliss, mgr.

WIBA, Madison, Madison Capital Times and Wisconsin State Journal, 1000 watts, 1280 kilocycles. Full time. W. E. Walker, mgr. (UP).

WISN, Milwaukee, Milwaukee Wisconsin News (Hearst Radio), 100 watts, 1310 kilocycles. Daytime. G. W. Grignon, mgr. (INS).

WTMJ, Milwaukee, Milwaukee Journal, 5000 watts, day; 1000 watts, night, 620 kilocycles. Full time. Walter Damm, mgr.

WRJN, Racine, Racine Journal Times, 100 watts, 1370 kilocycles. Full time. H. J. Newcomb, mgr.

WHBL, Sheboygan, Press Publishing Company, 500 watts, 1410 kilocycles. M. J. Pape, mgr.

Daily Mail

LONDON — MANCHESTER

AGAIN, OVER ONE MILLION AND THREE QUARTERS

FOR THE 14th YEAR

The Daily Mail continues its great and consistent net sales record with the publication of its average daily net sales for the second six months of 1935.

The fact that *The Daily Mail* appeals exclusively to responsible men and women gives this record its true significance.

No other newspaper in the country is more closely, more loyalty followed by the public that forms the very corner-stone of our national stability.

The Daily Mail has held its pre-eminent place in British life since its very earliest days. Over the years when the net sales of a newspaper were a true guide to regular readership, right through periods of bitterest competitive attacks, **"The Daily Mail" has maintained a consistent and steady net sale figure—free from any wild fluctuation. Again, for the fourteenth year in succession, we are proud to announce a net sale figure of over 1,750,000 copies daily for the close of 1935.**

Covering every town, city and village throughout Great Britain, "The Daily Mail" has been proved again and again by RESULTS.

THE WORLD'S GREATEST ADVERTISING MEDIUM

THE LONDON

Evening News

The Key to the Vast Market of London and the Home Counties

WORLD'S RECORD EVENING NET SALE

727,946

(EXCLUSIVE OF SPORTING EDITIONS)

BRITISH SECTION

Compiled Especially for EDITOR & PUBLISHER By Allan Delafons, London Correspondent

ENGLAND

CITY, POPULATION, NEWSPAPERS	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
LONDON, 8,202,818							
Daily Express (U.S.-6)	1,911,158*	£5.10/	£825	A. Christiansen	London Express Newspapers, Ltd.	R. Sharp	L. W. Needham (ad.dir)
Daily Hearld	2,000,000	£5.10/	£730	W. H. Stevenson	Daily Herald (1929), Ltd.	J. S. Elias	Maurice Poyser
Daily Mail	.....	£6	£1,,400(front) £900(inside)	A. L. Cranfield	Associated Newspapers, Ltd.	Stanley J. Bell	C. S. Millikin (ad.dir.)
Sunday Dispatch	.....	£4	£600	Collins Brook	Associated Newspapers, Ltd.	Stanley J. Bell	C. S. Millikin (ad.dir.)
Daily Mirror	.....	.....	£300	C. E. Thomas	Daily Mirror Newspapers, Ltd.	John Crowley	G. K. Le Fevre
Daily Sketch	.....	£5.11/1d.	£300	A. Curthoys	The Daily Sketch and Sunday Graphic, Ltd.	Wm. Will	Ulric B. Walmsley
Sunday Graphic	.....	£10	£550	A. F. W. Sinclair	The Daily Sketch and Sunday Graphic, Ltd.	Wm. Will	Ulric B. Walmsley
Daily Telegraph	472,121†	£4	£616	A. E. Watson	The Daily Telegraph, Ltd.	Col. E. F. Lawson, D.S.O., (gen.man.)	G. P. Simon
News Chronicle	1,350,000†	£4.12/6d.	£700	Aylmer Vallance	The Daily News, Ltd.	B. F. Crosfield	W. E. Tomlin (ad. dir.)
Evening News	.....	£4	£600	F. L. FitzHugh	Associated Newspapers, Ltd.	Stanley J. Bell	C. S. Millikin (ad.dir.)
Morning Advertiser	.....	25/front 20s. n/m	£60	F. W. Millman	Incorporated Society of Licensed Victuallers	H. R. Bennett (Gen. Sec.).	E. J. Wood
Morning Post	125,547*	£2.5/	£300	H. A. Gwynne	Morning Post, Ltd.	Hon. E. W. Russell (man. ed.)	G. R. Pope
News of the World	3,350,000	£11.10/	.....	Sir Emsley Carr	News of the World, Ltd.	Sir Emsley Carr H. H. Aldridge	H. M. Busey
The Observer	210,901†	£3	£462	J. L. Garvin	The Observer, Ltd.	J. L. Garvin	J. E. Berridge
The People	3,250,000	£11	£1642.9/	H. Ainsworth	Long Acre Press, Ltd.	J. S. Elias	Kenneth Richardson
Reynolds Illustrated News	.....	£2.5/	£340	S. R. Elliott	The Co-operative Press, Ltd.	A. Barnes (chairman)	F. James
Sunday Referee	160,490	£1.10/	£230 25/n/m	H. J. Minney	The Sunday Referee Publishing Co., Ltd.	Isadore Ostrer	Robert B. Hedley
The Star	491,910†	£3	£450	E. Chattaway	The Daily News, Ltd.	Bertram F. Crosfield	Roy Clark (ad. dir.)
The Times	185,000†	£3	£470	Geoffrey Dawson	The Times Publishing Co., Ltd.	Maj. Hon. J. J. Astor (ch'n)	
The Sunday Express (U.S.-6)	1,254,765*	£4.10	£680	J. Gordon	London Express Newspaper, Ltd.	Leslie W. Needham (ad.dir.)	A. J. Hayes
The Evening Standard (U.S.-6)	443,953*	£6.5	£300	Percy Cudlipp	Evening Standard Co., Ltd.	Michael Wardell	H. T. Beasley (ad. dir.)
Sunday Pictorial	.....	£12.19/3d.	£700	D. W. Grant	Sunday Pictorial Newspapers (1920), Ltd.	Wallace D. Roome	Sidney D. Nicholls
The Sunday Times	236,000†	£3	£462	W. W. Hadley	Allied Newspapers, Ltd.	.....	G. R. Osler
BARROW IN FURNESS, 66,366							
Northwestern Daily Mail	.....	6/	.....	C. A. Fisher	The Barrow News and Mail Limited.	Edward Foster	Jas. H. Smith (gen.man.)
BATH, 68,801							
The Bath and Wilts Chronicle and Herald	25,000	5/	£50	.....	Wessex Associated News, Ltd.	J. H. Walker (ed.&man.dir.)	Fred Cook
BIRMINGHAM, 1,002,413							
The Evening Dispatch	.....	£1.5	£180	H. Benoit	The Birmingham Gazette Ltd.	.....	W. T. Dudden
The Birmingham Gazette	.....	£1.5	£180	W. H. Gillman	The Birmingham Gazette, Ltd.	.....	W. T. Dudden
The Sunday Mercury	.....	£1.10	£180	R. Morley White	The Birmingham Gazette, Ltd.	.....	W. T. Dudden
The Mail	.....	£1.5/	£250	H. F. Harvey	Sir Charles Hyde, Bart.	.....	.....
The Post	.....	18/	£160	E. W. Record	Sir Charles Hyde, Bart.	.....	.....
BLACKBURN, 122,695							
The Northern Daily Telegraph	75,000†	12/6d.	£120	Oswald Wildridge	North-Western Newspaper Co., Ltd.	W. D. Ritzema & A. H. Walsh (joint)	.....
BOLTON, 177,253							
The Evening News	54,789*	7/6d.	£60	Isaac Edwards	Tillotsons Newspapers, Ltd.	Fred L. Tillotson (gov.dir.).	W. Greenhalgh
BOURNEMOUTH, 116,780							
The Daily Echo	.....	8/	£80	W. A. Park	Southern Newspapers, Ltd.	W. A. Gleave	R. Fairbairn (manager)

- One-fifth of the population of Great Britain is centred in the London evening newspaper zone.
- In this zone are concentrated the most active, enterprising, and receptive elements of the population; in it buying fashions start to radiate throughout the country.
- It offers easy distribution, a mass of retail outlets, a truly representative cross section of the people of Great Britain.
- London evening newspapers serve this zone exclusively.

The Star CIRCULATION REPRESENTS ABOUT ONE-THIRD OF THE TOTAL NET SALES OF ALL LONDON EVENING NEWSPAPERS.

Advertising lineage of *THE STAR* increased in 1935 (Jan. 1 to Dec. 14) by 354,256 agate lines—16.86%. Compare this with an average increase in London evening newspapers of 4.21% for the same period. British advertisers give overwhelming endorsement of the influence and importance of *THE STAR* as a medium.

Further details of this medium and its market are given in a booklet which will be sent with pleasure on request to
ROY CLARK *Advertisement Director* *THE STAR* 72-78 FLEET STREET LONDON E.C.4 ENG

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(Continued from page 237)

ENGLAND—(Continued)

CITY, POPULATION, NEWSPAPERS	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
BRADFORD, 298,041							
The Telegraph and Argus	81,485	£1	£150	O. B. Stokes	The Bradford & District Newspaper Co., Ltd.	W. R. Derwent	E. Lumsdon
The Yorks Observer	.....	15/	£100	S. Oddy	The Bradford & District Newspaper Co., Ltd.	W. R. Derwent	E. Lumsdon
BRIGHTON, 298,041							
The Evening Argus	.....	8/9d.	£43	.....	Southern Publishing Co., Ltd.	.....	.....
The Sussex Daily News	.....	8/9d.	£66	.....	Southern Publishing Co., Ltd.	.....	.....
BRISTOL, 396,918							
The Western Daily Press and Bristol Mirror	.....	10/	£100	W. A. Passmore	Walter Reid & Son, Ltd.	A. A. Allen	A. A. Allen
The Evening World and Times and Echo	75,000	12/6d.	£96.5/	R. T. Lewis	Western Newspapers, Limited	W. A. McWhirter	John Coope (ad. dir.)
BURTON-ON-TRENT, 19,485							
Daily Mail	.....	.....	.....	.....	.....	.....	.....
Chronicle	.....	4/6d.	£25	F. T. Squire	The Burton Chronicle, Ltd.	W. G. Stiles	W. J. Manley
CAMBRIDGE, 66,803							
Daily News	23,000	5/	£32	M. Stuart	The Cambridge Daily News (1929, Ltd.	Capt. A. C. Taylor	Frank L. Ball
CHELTENHAM, 49,385							
Gloucestershire Echo(e)	14,490†	7/6d.	£60	J. Taylor Brown	Cheltenham Newspaper Co., Ltd.	W. A. McWhirter	John Coope (ad. dir.)
Cheltenham Chronicle	.....	7/6d.	£60	J. Taylor Brown	Cheltenham Newspaper Co., Ltd.	W. A. McWhirter	John Coope (ad. dir.)
COVENTRY, 167,046							
The Midland Daily Telegraph	40,000	7/6d.	£56	.....	The Midland Daily Telegraph Ltd.	.....	.....
DARLINGTON, 72,093							
The Northern Echo	100,000	£1.5/	£200	Albert Clayton	North of England Newspaper Co., Ltd.	F. W. Reed (gen. man.)	J. B. Smith
Northern Dispatch	.....	10/6d.	£100	Wm. Hopper	North of England Newspaper Co., Ltd.	F. W. Reed (gen. man.)	J. R. Smith
DERBY, 142,406							
The Derby Evening Telegraph and Express	45,000†	7/6d.	£57.15	C. Forrest	Derby Daily Telegraph, Limited	W. A. McWhirter	John Coope (ad. dir.)
EXETER, 66,039							
The Devon and Exeter Gazette	.....	.....	.....	.....	.....	.....	.....
The Express and Echo	30,000	7/	£75	Sir James Owen	Western Times Co., Ltd.	Sir James Owen	Chas. Splatt
GLOUCESTER, 52,937							
Citizen	18,000†	7/6d.	£33.15	T. Bell	Gloucestershire Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
Journal	.....	7/6d.	£33.15	T. Bell	Gloucestershire Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
GRIMSBY, 92,463							
The Grimsby Evening Telegraph	25,000†	10/	£77	H. P. Haddow	Hull and Grimsby Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
The Saturday Telegraph	.....	7/6d.	£57.15/	H. P. Haddow	Hull and Grimsby Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
HALIFAX, 92,122							
Daily Courier & Guardian	29,918*	10/	£90	.....	Halifax Courier, Ltd.	.....	.....
HASTINGS, 65,199							
Evening Argus	.....	.....	.....	.....	.....	.....	.....
HANLEY, 276,619							
Staffordshire Evening Sentinel	72,000†	10/	£80.10/	E. N. Scott	Staffordshire Sentinel Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
Staffordshire Weekly Sentinel	.....	4/6d.	£36.4/6d.	E. N. Scott	Staffordshire Sentinel Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
HARTLEPOOL, WEST, 68,134							
Northern Daily Mail	17,353*	4/	£36	J. E. Boyd	Portsmouth & Sunderland Newspapers, Ltd.	S. Storey	R. E. Fortune
HUDDERSFIELD, 113,467							
Examiner(e)	22,874	6/	£75	Elliott Dodds	Joseph Woodhead & Sons, Ltd.	Arthur Z. Woodhead	J. A. Berry

(Continued on page 240)

Big Figures for Big Business

1,983,117 1,293,231

201,129 DAILY NET INCREASE SINCE JAN. 1935

218,049 WEEKLY NET INCREASE SINCE JAN. 1935

DAILY EXPRESS

(Net Sales)

1935	Average Number of Copies per Day
JANUARY	1,781,988
FEBRUARY	1,782,371
MARCH	1,815,575
APRIL	1,849,920
MAY	1,857,939
JUNE	1,911,158
JULY	1,885,235
AUGUST	1,853,930
SEPTEMBER	1,879,491
OCTOBER	1,920,672
NOVEMBER	1,949,873
DECEMBER	**1,983,117**

RECORDS such as these warrants the attention of every National advertiser, for they create remarkable new opportunities.

There has seldom been a more propitious moment for capitalising favourable conditions.

Britain's greatest, most profitable market—the money-spending middle class—offers scope for record business expansion in 1936.

This market is quickly accessible through the two newspapers which serve it with such conspicuous success—the "Daily Express" and the "Sunday Express."

The progress which these newspapers achieved in 1935 is ample proof of the possibilities they open up for advertisers in 1936.

★ *The above figures are issued in conformity with the formula of the Audit Bureau of Circulations Ltd. It is important to note that the "Daily Express" and the "Morning Post" are the only national daily newspapers to publish A.B.C. net sale figures, and that the "Sunday Express" is the only Sunday newspaper to return its net sales in accordance with the Bureau's requirements.*

SUNDAY EXPRESS

(Net Sales)

1935	Average Number of Copies per Week
JANUARY	1,075,182
FEBRUARY	1,129,971
MARCH	1,193,161
APRIL	1,170,323
MAY	1,137,721
JUNE	1,254,765
JULY	1,180,467
AUGUST	1,171,235
SEPTEMBER	1,252,408
OCTOBER	1,207,829
NOVEMBER	1,223,966
DECEMBER	**1,293,231**

DAILY EXPRESS SUNDAY EXPRESS

Fleet Street, London, E.C.4. DIRECTOR OF ADVERTISING, LESLIE W. NEEDHAM

The Daily Telegraph

LONDON, ENGLAND

"The Daily Telegraph" has maintained the highest traditions of modern journalism for eighty years, being first published on June 29th, 1855.

NET SALES FIGURES ARE PUBLISHED MONTH BY MONTH AND CERTIFIED BY CHARTERED ACCOUNTANTS. NO OTHER DAILY NEWSPAPER IN GREAT BRITAIN PUBLISHES ITS NET SALES EVERY MONTH IN THIS MANNER.

The steady growth in the circulation of the paper during the last few years is shown in the following figures:—

DECEMBER 1931	260,109
DECEMBER 1932	290,579
DECEMBER 1933	330,664
DECEMBER 1934	392,292
DECEMBER 1935	460,546

For many years "The Daily Telegraph" has carried more "smalls" or classified advertisements, than any other paper in this country: and the growth of circulation has been accompanied by a corresponding growth in the volume and variety of displayed advertisers.

Unlike every other British daily paper, "The Daily Telegraph" provides a sliding scale of charges based on the volume of space taken by advertisers.

Through the numerous American advertising agencies which have established branches in London, "The Daily Telegraph" is directly linked to the United States.

An illustrated booklet, specially written for the American market, giving further particulars of "The Daily Telegraph" may be obtained upon application to the Advertisement Manager, The Daily Telegraph, Fleet Street, London, E.C. 4.

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(*Continued from page* 238)

ENGLAND—(Continued)

CITY, POPULATION, NEWSPAPERS	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
HULL, 313,366							
Daily Mail	81,000†	15/	£115.10/	W. S. Robinson	Hull & Grimsby Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
The Times	.....	12/	£92.8/	W. S. Robinson	Hull & Grimsby Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
Sports Mail	.....	6/	£46.4/	W. S. Robinson	Hull & Grimsby Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
IPSWICH, 97,557							
East Anglican Daily Times	.....	.....	.....	.....	.....	.....	.....
The Star	.....	.....	.....	.....	.....	.....	.....
KETTERING, 31,220							
Northants Evening Telegraph	.....	3/	.....	Frank Hutchen	The Northamptonshire Printing and Publishing Co., Ltd.	Sir Richard Winfrey	H. T. Guest
LEAMINGTON SPA, 29,662							
Morning News	3,000	2/	£5	R. R. Churches	Churches & Rudd	S. H. Churches	S. V. Churches
LEEDS, 482,789							
The Mercury	54,587*	15/	£100	W. L. Andrews	Yorkshire Conservative Newspaper Co., Ltd.	E. Osborn and E. H. Tillitt. (General Managers)	Stanley Gray
The Yorks Evening Post	171,752*	27/	£250 £300 (f.p.)	H. Futrell	Yorkshire Conservative Newspaper Co., Ltd.	E. Osborn and E. H. Tillitt. (General Managers)	R. W. Kinghorn
The Yorks Evening News	100,000	27/	£200	B. Bowker	Provincial Newspaper Ltd.	Mathew Anderson, (gen mgr.)	R. T. Crabtree
The Yorkshire Post	29,552*	30/	£250	A. H. Mann	Yorkshire Conservative Newspaper Co., Ltd.	E. Osborn and E. H. Tillitt. (General Managers)	Stanley Gray
LEICESTER, 239,111							
Daily Mercury	80,000†	10/	£60	H. W. Bourne	F. Hewitt & Son (1927), Ltd.	W. J. Basford & C. T. Barton	G. W. Smith
Leicester Evening Mail	55,000†	6/6d.	£50	T. B. MacKim	Midland Newspapers, Ltd.	W. A. McWhirter	John Coope (ad. dir.)
LINCOLN, 66,426							
Lincolnshire Echo	16,000†	5/	£38.10/	J. Watt Mackie	Lincolnshire Publishing Co.	W. A. McWhirter	John Coope (ad. dir.)
LIVERPOOL, 855,539							
Evening Express	105,127*	15/	£108	W. C. Clissitt	C. Tinling & Co., Ltd.	A. Burchill (man. ed.)	E. W. Booth
Post & Mercury	46,281†	15/	£105	John Macleay	Liverpool Daily Post & Echo, Ltd.	Allen Jeans	W. J. Booth
The Echo	219,295†	30/	£300	E. Hope Prince	Liverpool Daily Post & Echo, Ltd.	Allan Jeans	W. J. Booth
MANCHESTER, 766,333							
Daily Dispatch	392,000†	£3	£450	A. Nicol	Allied Newspapers, Ltd.	.....	E. Schofield
Evening Chronicle	.....	£2	£320	J. A. Woodbridge	Allied Newspapers, Ltd.	.....	E. Schofield
Sunday Chronicle	929,000†	£4	£640	J. W. Drawbell	Allied Newspapers, Ltd.	.....	E. Schofield
Empire News	1,500,000†	£6	£960	W. Lawson	Allied Newspapers, Ltd.	.....	E. Schofield
Manchester Guardian	.....	£1	£160	W. P. Crozier	Manchester Guardian & Evening News, Ltd.	J. R. Scott	C. W. Tonge
Evening News	.....	£1.5/	£200	H. W. Archer	Manchester Guardian & Evening News, Ltd.	J. R. Scott	C. W. Tonge
MIDDLESBROUGH, 138,489							
North Eastern Daily Gazette	70,000	10/	pro rata	J. H. Thompson	North Eastern Newspapers (1926), Ltd.	Arthur Pickering	Thomas Sanders
NEWCASTLE-UPON-TYNE, 283,145							
Newcastle Journal	25,664	8/	£100	F. T. Souden	Northern Counties Conservative Newspaper Co., Ltd.	S. Storey	Wm. Fletcher
Evening Chronicle	200,000	£1.7/6d.	£211.15/	A. Thomas	Newcastle Chronicle, Ltd.	.....	W. G. Tully (North) F. Garioch (South)
Sunday Sun	.....	£1	£154	J. R. Spencer	Newcastle Chronicle, Ltd.	.....	W. G. Tully (North) F. Garioch (South)
The North Mail	.....	15/	£115.10/	John Grey	Newcastle Chronicle, Ltd.	.....	W. G. Tully (North) F. Garioch (South)
NORTHAMPTON, 93,314							
Chronicle & Echo	30,000	9/	£60	W. Cowper Barrons	Northampton Mercury Co., Ltd.	.....	Arthur Richardson
NORTH SHIELDS							
The Shields News	.....	5/	£40	F. L. Johnson	The Northern Press, Ltd.	.....	H. S. Bell
NORWICH, 126,207							
Eastern Daily Press	.....	15/	pro rata	A. Cozens-Hardy	Norfolk News Co., Ltd.	L. B. Lister (man.)	A. H. Preston
Eastern Evening News	.....	12/	£120	A. Cozens-Hardy	Norfolk News Co., Ltd.	A. Cozens-Hardy	A. H. Preston
NOTTINGHAM, 268,801							
Evening News	.....	15/	£120	P. G. Whatnall	Nottingham Journal Limited	G. A. Newling (gen. man.)	J. Hughes
The Journal	.....	15/	£120	R. D. Rider	Nottingham Journal, Limited	G. A. Newling (gen. man.)	J. Hughes
The Evening Post	.....	15/	£120	.....	T. Bailey Forman	.....	.....
The Guardian	.....	12/	£100	.....	T. Bailey Forman	.....	.....
OLDHAM, 140,309							
Evening Chronicle	.....	5/	£50	W. S. Stewart	Hirst, Kidd & Rennie, Ltd.	H. Hirst	Geo. K. Ball
PENZANCE, 11,342							
Cornishman	16,490†	2/	£18	Herbert Thomas	Cornishman Newspaper Co., Ltd.	H. Hartley Thomas	Stanley Williams
Cornish Post & Mining News	16,490	1/3d.	£11	Herbert Thomas	Cornishman Newspaper Co., Ltd.	H. Hartley Thomas	Stanley Williams
Evening Tidings	16,490	2/	£18	Herbert Thomas	Cornishman Newspaper Co., Ltd.	H. Hartley Thomas	Stanley Williams
PLYMOUTH, 208,166							
Western Independent	.....	7/6d.	£35	R. A. J. Walling	Whitfield & Newman, Ltd.	R. A. J. Walling and H. Whitfield	C. H. Chislett
Western Evening Herald	46,000	8/	£92	W. O. Mills	Western Morning News Co., Ltd.	.....	F. J. Cox
Western Morning News	38,000	12/6d.	.....	James L. Palmer	Western Morning News Co., Ltd.	.....	D. E. S. Mackie
PORTSMOUTH, 249,288							
Evening News & Southern Daily Mail	60,265†	6/	£80	W G. Easthope	Portsmouth and Sunderland Newspaper, Ltd.	Samuel Storey	Wm. Hunter
PRESTON, 118,839							
Lancs. Daily Post	.....	10/	£80	Arnold Horner	Provincial Newspapers, Ltd.	Geo. F. Toulmin (gen.man.)	M. E. Sharpe
READING							
Reading Evening Gazette	.....	5/	.....	.....	Reading Press, Ltd., subsidiary of Allied Newspapers, Ltd.	Hector Caird	R. F. Simpson
SCARBOROUGH, 41,791							
Evening News & Daily Post	.....	6/	£50	F. C. Whittaker	Scarborough & District Newspapers, Limited	F. C. Whittaker	A. Bailey
SHEFFIELD, 511,742							
Sheffield Telegraph	63,226	15/	£150	John Oakley	Sir. W. C. Leng & Co. (Sheffield Telegraph), Ltd.	Herbert J. Staines	Norman St. J. Stevenbridge
Yorks Telegraph & Star	176,325	25/	£250	H. L. Cooper	Sir. W. C. Leng & Co. (Sheffield Telegraph), Ltd.	Herbert J. Staines	Norman St. J. Stevenbridge
Daily Independent	.....	15/	£150	F. K. Gardiner	Sir. W. C. Leng & Co. (Sheffield Telegraph), Ltd.	Herbert J. Staines	A. Ellis
SOUTHAMPTON, 176,025							
Southern Daily Echo	.....	8/	£80	A. E. Jones	Southern Newspapers, Ltd.	W. A. Gleave	F. W. George
SOUTH SHIELDS, 113,452							
Shields Gazette	.....	6/	£50	F. L. Johnson	The Northern Press, Ltd.	.....	H. S. Bell
STOCKPORT, 125,505							
Cheshire Daily Echo	15,000*	5/	.....	William Astle	Swain & Co., Ltd.	Col. Sir Alan J. Sykes, Bart.	Col. Sydney Astle
SUNDERLAND, 185,870							
Sunderland Echo & Shipping Gazette	44,471†*	5/	£70	E. Tucker	Portsmouth & Sunderland Newspapers, Ltd.	Samuel Storey	P. R. Seabrook
SWINDON, 62,407							
North Wilts Herald	17,000	7/6d.	£40	W. J. Colman	Swindon Press, Ltd.	R.Thompson(dir.&gen.man.)	J. A. Smith
Evening Advertiser	21,000	7/6d.	£50	H. Harrison	Swindon Press, Ltd.	R.Thompson(dir.&gen.man.)	J. A. Smith
TORQUAY, 49,165							
Herald & Express	18,000	5/	£45	Reginald A. Colwill	Western Times Co., Ltd.	Sir James Owen	Charles H. Crook
WEYMOUTH, 21,982							
Dorset Daily Echo	20,000	5/	£20	W. H. Hill	Southern Newspapers, Ltd. (Southampton)	W. A. Gleave	P. H. Thompson
WOLVERHAMPTON, 133,190							
Express & Star	.....	11/	£92.8/	H. J. Whittick	Midland News Association, Ltd.	M. Graham (gen. man.)	C. W. Killbourn
WORCESTER, 50,497							
Daily Times	12,000	5/	£35	H. G. Davey	Berrow's Worcester Journal Co., Ltd.	.....	W. J. Pearce
YORK, 50,497							
Yorkshire Herald	18,000	12/6d.	£100	J. Moffat	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wisely (gen. man.)	E. Hewitson
Yorks Evening Press	52,000	12/6d.	£100	A. H. Adams	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wisely (gen. man.)	E. Hewitson

THE TIMES

The representative newspaper of the British People

The Times is described in the Encyclopaedia Britannica as "the first newspaper in the world." Among British people it wields an influence and commands a confidence unequalled by any other publication.

Because of its national character not only is *The Times* the representative of the political opinion, social life, and culture of the nation, but it has become the representative of business and industry *to* the nation. The volume of advertising is therefore scarcely surprising. To quote but three instances, it carries more financial advertising, more automobile advertising, and more travel advertising than any other British newspaper.

To promote the sale and to establish the reputation of any product in the markets of Great Britain it is essential to use the power and influence of *The Times*.

Make THE TIMES your representative to the British People

THE ADVERTISEMENT MANAGER, PRINTING HOUSE SQUARE, LONDON, E.C.4, ENGLAND

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(*Continued from page 240*)

ENGLAND—(Continued)

CITY, POPULATION, NEWSPAPERS	Certified* A. B. C.† Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertising Manager
DOUGLAS, I. O. M.							
I. O. M. Daily Times	.....	2/	£20 p.1 £17.10/in.	G. J. A. Brown	Brown & Sons, Ltd.	George J. A. Brown	Norman G. Brown

SCOTLAND

ABERDEEN, 167,259							
Evening Express	.....	10/	£80.10/	Wm. Veitch	Aberdeen Journals, Ltd.	Wm. Veitch (man. ed.)	Wm. J. Peters
Press & Journal	.....	8/	£64.8/	Wm. Veitch	Aberdeen Journals, Ltd.	Wm. Veitch (man. ed.)	Wm. J. Peters
DUNDEE, 175,583							
Courier & Advertiser	.....	£1	.....	.....	John Leng & Co., Ltd. and D. C. Thomson & Co., Ltd.	.....	.....
Evening Telegraph & Post	.....	16/3d.	.....	.....	D. C. Thomson & Co., Ltd.	.....	.....
EDINBURGH, 438,988							
Evening Dispatch	.....	12/	£130	T. B. Maclachlan	John Ritchie & Co.	.....	Rex. Fieldhouse
The Scotsman	.....	£1.5/	£218	Geo. A. Waters	John Ritchie & Co.	.....	Rex. Fieldhouse
The Evening News	104,919†	13/	.....	Walter McPhail	Provincial Newspapers, Limited	Geo. Scott Wilson (gen.man.)	Charles Aber. Thomas
GLASGOW, 1,088,417							
Evening Times	.....	.....	.....	.....	.....	.....	.....
Glasgow Herald	.....	.....	.....	.....	.....	.....	.....
Bulletin	.....	.....	.....	.....	.....	.....	.....
Evening Citizen	.....	10/	£75	Arthur S. Hedderwick.	James Hedderwick & Sons, Ltd.	James Gourlay	Geo. H. Hammond
Daily Record & Mail	217,697†	£1.5/	£100	John Allan (act. ed.)	Associated Scottish Newspapers, Ltd.	D. R. Anderson	John Robertson
Evening News	.....	15/	£120.15/	John Conn (act. ed.)	J. M. Smith, Ltd.	D .R. Anderson	H. W. Dick
Sunday Post	.....	£2.10/	.....	.....	D. C. Thomson & Co., Ltd. (Glasgow)	.....	.....
GREENOCK, 79,948							
Evening Telegraph	20,000†	8/	£90	Alan MacDonald	Orr Pollock & Co.	.....	J. Lee
PAISLEY, 86,441							
Daily Express	.....	6/	£50	Daniel C. Lochhead	Wm. A. Lochhead	.....	Allan Carswell

IRELAND

BELFAST, 415,151							
Ireland's Saturday Night	.....	10/	.....	R. M. Sayers	W. & G. Baird, Ltd.	Major Wm. Baird	Wm. Cassidy
Belfast Telegraph	.....	12/6d.	£140	Rt. Hon. Thos. Moles.	W. & G. Baird, Ltd.	Major Wm. Baird	Wm. Cassidy
Irish News	.....	5/	£60	.....	Irish News, Ltd.	.....	.....
Irish Daily Telegraph	.....	5/	.....	Rt. Hon. Thos. Moles.	W. & G. Baird, Ltd.	Major Wm. Baird	Wm. Cassidy
Northern Whig & Belfast Post	.....	7/6d.	£60	F. W. Adams	Northern Whig, Ltd.	J. G. Cunningham	R. S. Gourley
Belfast News Letter	.....	7/6d.	£70	W. H. McKee	Belfast News Letter, Ltd.	James Henderson and R. L. Henderson	.....
DUBLIN, I. F. S., 418,945							
Irish Independent	128,604*	15/	£200 (f.p.) £160 (in.)	F. Geary	Independent Newspapers, Ltd.	D. & W. Lombard-Murphy	T. A. Grehan
Irish Press	101,081*	12/6d.	£120	John Herlihy	Irish Press, Ltd.	J. J. Harrington (pub. & gen. man.)	J. C. Dempsey
Evening Herald	90,038*	10/	£100	M. Brunicardi	Independent Newspapers, Ltd.	Dr. W. Lombard Murphy	T. A. Grehan
Weekly Independent & Sunday Independent	125,920*	10/	£100	T. O'Donnell	Independent Newspapers, Ltd.	D. & W. Lombard Murphy	T. A. Grehan
Evening Mail	.....	10/	£75	J. M. Whitehead	Dublin Express & Mail, Limited	H. F. Tivy	James Beggs.
Irish Times	.....	12/6d.	£120	R. M. Sayers	Irish Times, Ltd.	J. J. Simmington	.....
CORK, I. F. S., 287,257							
The Examiner	.....	.....	.....	.....	.....	.....	.....
The Echo	.....	.....	.....	.....	.....	.....	.....

CHANNEL ISLANDS

GUERNSEY, 40,120							
Evening Press	7469†	4/	.....	.....	Guernsey Press Co., Ltd.	F. F. Peek	.....
The Star	.....	.....	.....	.....	.....	.....	.....
JERSEY, 49,474							
Evening Post	12,000	6/	£50	A. Harrison	W. E. Guiton & Co.	.....	A. G. Harrison
Morning News	.....	.....	.....	.....	.....	.....	.....

WALES

CARDIFF, 223,648							
South Wales Echo & Express	.....	20/	£150	Douglas C. Stephen	Western Mail & Echo, Ltd.	Sir Robert J. Webber	R. Powell Henry
Western Mail & South Wales News	.....	20/	£150	J. A. Sandbrook	Western Mail & Echo, Ltd.	Sir Robert J. Webber	W. J. Minchintos
NEWPORT, MON, 89,198							
South Wales Argus	30,000	10/	£90	W. J. T. Collins	South Wales Argus, Ltd.	G. E. Dibdin	Fran C. Dibdin
SWANSEA, 164,825							
South Wales Evening Post	46,751†	8/6d.	£65	Malcolm Smith	Swansea Press, Ltd.	W. A. McWirter	John Coope (ad.dir.)
Herald of Wales	.....	5/	£38.10/	Malcolm Smith	Swansea Press, Ltd.	W. A. McWirter	John Coope (ad.dir.)

BRITISH ADVERTISING ASSOCIATIONS

THE ADVERTISING ASSOCIATION, INCORPORATED (District 14 of the I. A. is a company limited by guarantee and incorporated under the license of His Majesty's Board of Trade as a non-commercial body for the purpose of safeguarding and subserving the common interests of the arts, craft, trades and professions in the United Kingdom engaged in advertising. President, Sir Ernest Benn, Bart., C.B.E. Vice-Presidents, The Rt. Hon. Lord Ebbisham, G.B.E., Maj. The Hon. J. J. Astor, M.P., The Rt. Hon. Viscount Leverhulme, D.L., Sir J. Gomer Berry, Bart., The Rt. Hon. Charles A. McCurdy, K.C., Col. The Hon. E. F. Lawson, D.S.O., M.C., C. Harold Vernon, F.I.P.A. Hon. Treasurer, R. J. Sykes, F.I.P.A. Hon. Secretary, F. H. Kelly.

THE COMPANY OF STATIONERS AND NEWSPAPER MAKERS: Stationers' Hall, E.C. 4. Master, H.R.H. Prince of Wales; Deputy Master, Lord Iliffe, Daily Telegraph; Clerk, R. T. Rivington.

AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., Aldwych House, Aldwych, London, W.C.2. Objects: To further and develop Anglo-American trade in every way possible, with special preference to the specific business interests of its members: Secretary, D. L. Gill; President, Francis E. Powell; 1st Vice-President, L. L. Tweedy (Baker, Weeks & Harden); Hon. Treasurer, T. J. Zimmerman (Shaw Publishing Co., Ltd.); Hon. Secretary, H. S. Goldey (Guaranty Trust Co. of New York). Consulting Directors, Ray Atherton, Counsellor American Embassy; Robert Frazer, American Consul-General; Wm. Cooper, American Commercial Attache. Directors, H. B. Bovee (Pennsylvania Railroad Co.), G. M. Cassatt, W. C. Church (United Drug Co., Ltd.), W. L. Cooper (Robert W. Hunt Co.), Amos C. Dean (Swift and Company, Ltd.), William Gourlay (American Express Co., Inc.), T. H. McKittrick, Jr. (Higginson & Co.), Chadwick H. Moore (Moore's Modern Methods), George A. Mower (Sturtevant Engineering Co., Ltd.), A. B. Richardson (Chesebrough Mfg. Co. Cons.), A. H. Rowan (Phosphate Export Association), Henry King Smith (City Bank Farmers Trust Co., Ltd.), John S. Steele (Chicago Tribune), Justin R. Weddell (Erwin, Wasey & Co. ,Ltd.), Tarleton Winchester (United States Lines, American Merchant Lines).

BRITISH FEDERATION OF MASTER PRINTERS, 7 to 10, Old Bailey, London, E.C.4. An organization of nearly 5,000 master (employing) printers in Great Britain and Ireland. Affiliations to it include kindred organizations in this country and organizations of Master Printers in the British Dominions. The principal objects of this body are to negotiate national agreements on wages and conditions of employment with the trade unions of the printing trade, to watch and make representations on legislation affecting the interests of its members, to advocate scientific costfinding, and generally to serve the interests of its members. Secretary, F. H. Bisset; Assistant Secretary, L. J. Cumner, 7 to 10 Old Bailey, London, E.C. 4; President, William Bemrose; Vice-President, John Crowlesmith.

RETAIL DISTRIBUTORS' ASSOCIATION, INCORPORATED. The Trade Association of Department Stores and similar retail distributive businesses in Great Britain with associate members in the Dominions. Obects: To promote and protect the interests of distributing shops and stores; to promote or support legislation in the interests of distributing stores, and to oppose any legislation, by-laws or regulations that are considered harmful; to collect and disseminate among members of the Association information upon economic, commercial and labour questions affecting retail distribution. Secretary, D. Barber, 7, Park Lane, W.1; President, Mr. Gordon Selfridge.

INCORPORATED SALES MANAGERS ASSOCIATION, 4 Bedford Square, London, W.C.1. Objects: The general discussion and exchange of ideas on engaging, training and managing salesmen, and all other means of sales promotion, with a view to increasing the individual efficiency of its members and the firms they represent. The Association was founded in 1911 and holds regular meetings when problems of sales management are freely discussed and debated. General Secretary, Stanley F., Talbot; President, Sir The Rt. Hon. Sir Malcolmn Robertson, P.C.; Chairman, W. A. Cooke; Vice-Chairmen, Gilbert H. Carr, Gilbert Gledhill, M.P., C. Nicholls; Hon. Treasurer, H. S. Rounce; Hon. Secretary, F. A. J. Harrison. Branches of the Association at Manchester, Bristol, Birmingham, Newcastle, Glasgow, Leeds, Liverpool, Sheffield and Leicester.

THE AUDIT BUREAU OF CIRCULATIONS, LTD., Aldwych House, Aldwych, London, W.C. 2. Objects: The securing of accurate circulation figures and data referring to all periodicals and media that sell advertising space, verifying where necessary, attesting, recording and issuing them to duly elected members of the Bureau, in the form of net sale certificates at definite and regular intervals. The Bureau will fix standard forms and methods for ascertaining net sales figures—and in the case of Technical and Trade Journals, accredited free circulation also—of all publications that charge for advertising space. It is hoped also in the future to secure figures relating to area distribution. The aim of the Council is that the standard forms of the Bureau shall be the only forms of New Sale Certificate recognised by the Advertiser and the Advertising Agent. Chairman of Council, G. J. Freshwater (Marconiphone Co., Ltd.); Consulting and Advisory Accountants, Messrs. Price, Waterhouse & Co. Director, Alfred H. Angus, B. Sc. (Vict.), F.I.S.A. Membership subject to election by Council. Open to Advertisers, Advertising Agents, and Publishers. Subscriptions: Advertisers, flat rate of 1 guineas per annum; Advertising Agents flat rate of 10 guineas per annum, except for provincial advertising agents placing localized campaigns only, 1 guineas per annum; Publishers' subscriptions graded according to net sale figures. Provincial Newspapers paying at a lower rate than London Newspapers. Subscriptions range from 1 to 250 gns.

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: Ludgate House, 102 Fleet Street, London, E.C.4. Founded in April, 1910, to support and protect the status and interests of the profession of advertisement consultants. Secretary, William T. Moss; President, W. Buchanan Taylor; Vice-President, Commander Henry S. H. Ellis; Council, Clifford J. Harrison, H. W. Eley, Hugh Hadley, G. Warden, A. W. Fisher, C. J. Rose.

BRITISH ADVERTISING ASSOCIATIONS

(Continued from page 242)

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., Aldwych House, Aldwych, London, W.C.2. Object: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, ethical, economical, etc.), and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. Secretary, Alan Whitworth, Aldwych House, Aldwych, W.C.2; President, Sir Francis Goodenough, C.B.E.; Vice-Presidents, Sir Harry Gloster Armstrong, K.C.M.A., K.B.E., Sir Harold Mackintosh, Sir Harry Hague, Sir George McLaren Brown, K.B.E., Col. H. McDougall, Sir Harry McGowan, H. J. Bostock, J.P., Jeremiah Colman, J.P., Austin Reed; Chairman, H. Cecil Taylor; Vice-Chairman, E. Marshall Hardy, F.I.A.C.; Hon. Tres., John Ryan.

INSTITUTE OF INCORPORATED PRACTITIONERS IN ADVERTISING, 3-4, Clement's Inn, London, W.C.2. The chief aims of the Institute are to increase the efficiency and raise the status of Practitioners in Advertising and to secure co-operation between all those engaged in Advertising as a profession to the end that the best and fullest service may be made available to Advertisers. The Institute includes in its membership almost all the leading advertising agencies practicing in Great Britain and Ireland. It has four classes of membership: Incorporated Practioners in Advertising, Registered Practitioners in Advertising, Fellows and Associates. Secretary, C. Anstice Brown; President, R. J. Sykes, F.I.P.A. (The London Press Exchange, Ltd.); Vice-Presidents, R. Winter Thomas, F.I.P.A. (The Winter Thomas Company, Ltd.), James Strong, F.I.P.A. (C. Mitchell & Co., Ltd.), L. G. Jackson, F.I.P.A. (G. Street & Co., Ltd.); Hon. Treasurer, George A. Castle, F.I.P.A. (T. B. Browne, Ltd.); Hon. Secretary, Fleetwood C. Pritchard, F.I.P.A. (F. C. Pritchard, Wood & Partners, Ltd.).

LONDON MASTER PRINTERS' ASSOCIATION: Secretary, E. G. Baker, 7-10, Old Bailey, London, E.C.4. President, A. J. Beswick, of Loxley Brothers, Ltd.; Vice-Presidents, Mr. P. W. Ryde, of G. W. Bacon & Co., Ltd., and Hartley F. Straker, of Straker Brothers, Ltd.; Hon. Treasurer, E. C. Austen-Leigh, of Spottiswoode, Ballantyne & Co., Ltd.

PRESS ADVERTISEMENT MANAGERS' ASSOCIATION: Hon. Sec. and Treasurer, R. R. Tadgell, Surrey Mirror, 173 Fleet Street, E. C. 4; President, Ernest C. Driver, Northern Whig.; Vice-President, Will Kitchen, Jun., Liverpool Evening Express.

NATIONAL DISPLAY ASSOCIATION: Hon. Secretary, I. B. Wright; offices, 2 Whitehorse Buildings, 100 High Holborn, W.C.1.

PUBLICITY CLUB OF GLASGOW: Hon. Secretary, Ulric E. Simson, Vivtor Ad-Service, 103 Bath Street, Glasgow, C.2.

BRITISH DIRECT MAIL ADVERTISING ASSOCIATION: General Secretary, Alastair W. Fisher, Esq., 113 Kingsway, W.C.2. Chairman, Sydney Rothman, Esq.; Vice-Chairman, Martin H. Perry, Esq.

ALDWICH CLUB: Secretary, Philip J. S. Richardson, 18 Exeter Street, W.C.2.

ADVERTISING CLUB OF BIRMINGHAM: Secretary, B. H. Trewhella, 51, Island Road, Handsworth, Birmingham.

PUBLICITY CLUB OF CARDIFF: Hon. Secretary, K. Rowland Harris, 102 St. Mary Street, Cardiff. Phone, 7000. Luncheon Meetings Fortnightly. Annual Sub. 5s.

PUBLICITY CLUB OF HULL: Secretary, G. Dawson, Angloco House, George Street, Hull.

Suggest you delete from the British Section of the Year Book for 1936, all reference to Advertising Club of Ulster, as the activities of this Organization have been suspended, and I see no possibility of their being resumed in the near future.

MANCHESTER PUBLICITY ASSOCIATION: Secretary, E. A. Paessler, The Star Process Engraving Co., Ltd., 43 Lr. Mosley Street, Manchester.

PUBLICITY CLUB OF NOTTINGHAM: Hon. Secretary, A. B. Ashbourne, Imperial Building, Victoria Street, Nottingham.

PUBLICITY CLUB OF LONDON: Secretary, Ernest Briggs, 49 Chancery Lane, London, W.C.2.

WOMEN'S ADVERTISING CLUB OF LONDON: Secretary, Miss Edith M. Nowell, Messrs. C. Mitchell & Co., Ltd., 1 and 2 Snow Hill, E.C.1.

BRITISH POSTER ADVERTISING ASSOCIATION: 48 Russell Square, London, W.C.1. Objects: The publication of an annual directory and a trade journal, and the taking of any lawful action the Council, as the Governing body, may deem desirable to protect and advance the general trade interests of its members. Secretary, Frederick Willis, LL.B.; Consulting Secretary, Geo. F. Smith; President, Percy Frowen (Bolton); Vice-President, Arthur Taylor.

LONDON POSTER ADVERTISING ASSOCIATION: Registered under the Companies Act as a Trade Protection Association in 1891. Secretary, Frederick Willis, LL.B., 48, Russell Square, London, W.C.1.; President, C. W. Gardner; Consultant Secretary, Geo. F. Smith.

BRITISH NEWSPAPER ASSOCIATIONS

EMPIRE PRESS UNION: 71, Fleet Street, London, E.C.4. Objects: An organization of proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies and in India. The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society and the Periodical Trade Press & Weekly Newspaper Proprietors' Association. All the principal news agencies are members. General Secretary, H. E. Turner, C.B.E.; President and Chairman, Major the Hon. J. J. Astor, M.P.; Hon. Treasurer, Mr. Cecil Harmsworth.

PARLIAMENTARY PRESS GALLERY: Press Gallery, House of Commons, London, S.W.1. Consists of journalists accredited to British newspapers and agencies and Dominion newspapers, possessing the right of entry (granted by the Speaker of the House of Commons and the Lord Great Chamberlain, respectively) to the Press Galleries of the Houses of Parliament. In connection with the Gallery there exists a Press Gallery trust fund to relieve immediate distress on the part of the Gallery members, ex-members and their relatives. The Press Gallery contains a unique collection of pictures of Parliament Houses of the British Empire, and a first class Reference Library. Hon. Secretary, James Baker (The Times); Chairman, Percival Cornelius (Official Debates); Vice-Chairman, Edward James (Western Mail); Hon. Treasurer, Percy Cater (Daily Mail).

THE PRESS CLUB: St. Bride's House, Salisbury Square, London, E.C.4. Established 1882, and now has a membership of over 800. Secretary, A. Lazenby; Chairman, Horace Sanders.

THE INSTITUTE OF JOURNALISTS: 2-4, Tudor Street, London, E.C.4. Cables and Radio, Instijourn, Fleet, London. A professional organization, incorporated by Royal Charter, 1890, for "the promotion by all reasonable means of the interests of journalists and journalism." American journalists are eligible for election as Overseas Members. Subscription: 42s per annum. Overseas members 21s per annum. Assistant-Secretary, William H. Moss, A.S.A.A., A.C.I.S.; President, Hugh W. Dawson, F.J.I.; Vice-Presidents, Alan Pitt Robbins, F.J.I., and Sir Emsley Carr, F.J.I.; Hon. Treasurer, Fredk. Peaker, M.A.; Hon. Counsel, William Latey, M.B.E., LL.B.; Hon. Chaplain, Rev. Arthur Taylor, M.A. (Vicar of St. Bride's, Fleet St.).

THE NATIONAL UNION OF JOURNALISTS: 7, John St., Bedford Row, London, W.C.1. Registered as a trade union, the N.U.J. now has a membership of 5,800 working journalists. Newspaper proprietors, managers or directors are not eligible to membership. General Secretary, H. M. Richardson; President, R. S. Forsyth, Carlisle; Hon. General Treasurer, Tom Foster, London; Hon. Editor of the Journalist (the official organ), James Haslam (Manchester); National Organizer, C. J. Bundock, London.

NEWSPAPER PRESS FUND: 11, Garrick Street, London, W.C.2. Objects: To assist by grant or pension members of all branches of the Literary Department of the Newspaper Press who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer, Robert Keir; Secretary, Walter Meakin; Auditors, Messrs. Deloitte, Plender, Griffiths & Co.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.: 6, Bouverie Street, London, E.C.4. Membership is open to all the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by council meetings on which representatives of all the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman, Hon. Esmond Harmsworth, Associated Newspapers; Vice-Chairman, Col. the Hon. E. F. Lawson, D.S.O., M.C.; Secretary, Sir Thomas McAra, J.P.

THE NEWSPAPER SOCIETY: Salisbury Square House, London, E.C. 4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter years it became one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated with it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing a monthly confidential circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with trade unions upon matters affecting members' interests; collecting debts owing members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. General Secretary, Edward W. Davies, Salisbury Square House, Salisbury Square, E.C.4.

SOCIETY OF WOMEN JOURNALISTS: Hon. Secretary, Miss G. Burford Rawlings, Stationers' Hall, London, E.C.4; President, Miss Clemence Dane; Chairman, Mrs. Massey Lyon; Vice-Chairman, Mrs. Romaune-James; Assistant Hon. Secretary, Mrs. A. Scott-Gatty; Hon. Treasurer, Miss Rita Shell; Paris Representative, Miss Helen Colt; Organ of the Society, The Woman Journalist, free to members only.

THE PERIODICAL TRADE PRESS & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.: 6, Bouverie Street, London, E.C.4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. President, Lord Iliffe; Executive Chairman, Percival Marshall (Percival Marshall & Co., Ltd.); Secretary, E. O. Norton.

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON: President, Frank H. King (Associated Press); Vice-President, William Hillman (Hearst Newspapers & Universal Service); Secretary, John Gunther (Chicago Daily News); Treasurer, James Gibson (N. Y. Herald Tribune); Executive Committee, John S. Steel (Chicago Tribune), Webb Miller (United Press), J. S. Braithwaite (Christian Science Monitor), Newton Aiken (Baltimore Sun), Charles A. Selden (N. Y. Times).

LONDON ASSOCIATION OF BRITISH EMPIRE NEWSPAPERS OVERSEAS: President, H. A. Lawrence, New Zealand Associated Press, 85 Fleet Street, London, E.C.4. Hon. Secretary, H. E. Turner, C.B.E., Empire Press Union, 71 Fleet Street, E.C.4.

THE CRITICS' CIRCLE: President, George W. Bishop (The Daily Telegraph); Vice-President, Edwin Evans (The Daily Mail); Hon. Secretary, John Parker (dramatic critic); Hon. Treasurer, Bernard Weller (The Stage). Office, Hall of Institute of Journalists, Tudor Street, E.C.4.

BIRMINGHAM PRESS CLUB: 9, Bull Street, Birmingham.

FOREIGN PRESS ASSOCIATION IN LONDON: 85, Fleet St., E.C.4. Officers and Committee (1934-1935); President, Mr. J. Massip (Petit Parisien); Vice-Presidents, Mr. H. Neill (Prensa), Mr. H. Roerig (Cologne Gazette); Hon. Secretary, Mr. H. J. J. Sargint (North American Newspaper Alliance); Hon. Treasurer, Mr. H. Neill (Prensa); Asst. Hon. Secretaries, Mr. A. Vas Dias (Telegraph), Mr. S. Litauer (Polish Telegraph Agency); Committee, Mr. M. Auffret, Mr. Milton Bronner, Mr. C. Camagna, Dr. J. P. Chryssanthopoulos, Mr. E. Swenne, Mr. T. Seibert; Trustees, Mr. C. Sauerwein, Mr. G. Schilling, Mr. L. Spearman.

ASSOCIATION OF BRITISH MANUFACTURERS OF PRINTERS' MACHINERY, LIMITED: Chairman, W. I. Burch (Monotype Corporation, Ltd.); Vice-Chairman, W. E. Field (R. Hoe & Co., Ltd.); Secretary, G. L. Mothersill. Office, 329, High Holborn, W.C.1.

PRINTING INDUSTRY RESEARCH ASSOCIATION: St. Bride Institute, Bride Lane, E.C.4. President, J. S. Elias (chairman of Odhams Press, Ltd.); Chairman, Brig.-General W. F. Mildren (Periodical, Trade Press and Weekly Newspaper Proprietors' Association); Vice-Chairman, W. L. Bemrose (Federation of Master Printers); Hon. Treasurer, Sir T. W. McAra (Secretary of Newspaper Proprietors' Association); Hon. Secretary, J. R. Riddell (Principal, London School of Printing); Director, G. L. Riddell, Ph.D., A.I.C.; Secretary, Miss D. P. Hewett.

DAILY & WEEKLY NEWSPAPERS

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Refinanced

Matters Handled Confidentially

L. P. LIKELY

1708 Times Bldg. - Times Square

NEW YORK

TENTH ANNUAL EDITOR & PUBLISHER INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

Letters following the circulation figures indicate how the estimate was made—A, advertising agency; L, local advertiser; R, representative of United States government; X, other independent observer. Where no letter is given, the circulation given is that stated by the publisher. Audited circulations are shown in bold-face type.

Abbreviations—MD, morning daily; ED, evening daily; D, daily; exS, except Sunday.

Columns give information in the following order: Name of paper, with number indicating advertising representative in the United States, if any; date when established; time of issue; language; circulation; average number of pages; page size, in inches, centimeters, or millimeters; nature of reader appeal.

Special representatives—(U.S.) followed by a numeral refers to the following list of special representatives:

(U.S. 1) All-American Newspapers' Representatives, Inc., 420 Lexington avenue, New York.
(U.S. 4) S. S. Koppe & Co., 500 Fifth avenue, New York.
(U.S. 5) R. de Llano, 420 Lexington avenue, New York.
(U.S. 6) Joshua B. Powers, Inc., 220 East 42d street, New York.
(U.S. 7) Chalmers-Ortega, Inc., 516 Fifth avenue, New York.
(U.S. 8) G. J. M. Simons, 44 Beaver street, New York.
(U.S. 9) *Cali* (Colombia) *Relator*, 530 Audubon avenue, New York.
(U.S. 10) M. D. Bromberg & Associates, 19 West 44th street, New York.
(U.S. 11) Universal Publishers Representatives, Inc., 500 Fifth avenue, New York.
(U.S. 15) Foreign Publishers Representatives, Inc., 67 West 44th street, New York.
(U.S. 17) Inreklama Service, care of Amtorg Trading Corporation, 261 Fifth avenue, New York.
(U.S. 19) International Publishers Representatives, Inc., 205 East 42d street, New York.
(U.S. 20) Pan-Hellenic American Foreign Press Syndicate, 15 Park Row, New York.
(U.S. 21) Fred Kreutzenstein, 108 Water street, New York.

SOUTH AMERICA

ARGENTINA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
AVELLANEDA						
La Libertad (U. S. 7)	1915	MD—Spanish	16,000 A	12	43 x 57 cm.	Business & lyceum
AYACUCHO						
La Verdad	1905	ED—Spanish	2,000 A	8	30 x 44 cm.	General.
La Voz del Ayacucho	....	D—Spanish	500 A	8	30 x 46 cm.	General
AZUL						
El Ciudadano	1907	ED—Spanish	5,500 A	16	51 x 40 cm.	General.
Diario del Pueblo	....	D—Spanish	5,000 A	8	38½ x 51 cm.	.....
La Provincia	....	D—Spanish	2,000 A	8	33 x 52 cm.	.....
BAHIA BLANCA						
Atlantico	1920	MD—Spanish	12,000 A	18	51 x 38½ cm.	All classes.
Nueva Provincia (U.S. 1)	1898	MD—Spanish	14,000 A	16-20	40 x 56 cm.	General.
BALCARCE						
El Liberal	....	D—Spanish	1,800 A	8	33 x 50 cm.	.....
BOLIVAR						
El Imparcial	1919	MD—Spanish	1,000 A	.....	27½ x 38 cm.	.....
El Radical	....	D—Spanish	1,000 A	.....	30 x 50 cm.	.....
BUENOS AIRES						
El Avisador Mercantil	1898	MD—Spanish	2,000 A	32	38 x 29 cm.	Banking and commercial.
El Cronista Comercial	1907	MD*—Spanish	35,000 A	8	56½ x 43 cm.	Commercial.
El Dia	1923	MD—Spanish	15,000	8	57 x 42 cm.	Politicians and general.
El Diario	1881	ED—Spanish	70,000 A	20	28 x 58 cm.	General.
Libertad	1927	MD—Spanish	25,000 A	4	52 x 35 cm.	Working class.
El Mundo (U. S. 11)	1928	MD—Spanish	207,000	36	30 x 42 cm.	All classes.
La Nacion (U. S. 4)	1870	MD—Spanish	210,176	24-40	44 x 55½ cm.	General.
			Sun. 317,504			
La Prensa (U. S. 6)	1869	MD—Spanish	230,000	30	44½ x 58 cm.	All classes.
			Sun. 400,000			
Di Presse	1918	MD—Hebrew	38,000	12	53 x 40 cm.	Jewish.
The Standard	1861	MD—English	5,000 A	18-24	53 x 36½ cm.	English speaking.
El Telegrafo	1921	ED—Spanish	70,000	16	34 x 50 cm.	Middle class.
Ultima Hora Ilustrada	1908	MD—Spanish	30,000 A	20	38 x 55 cm.	All classes.
La Razon (U. S. 6)	1905	ED—Spanish	81,000	16	40 x 60 cm.	General.
Assalam	1902	MD—Syrian	12,000 A	8	51½ x 36 cm.	Business men.
Buenos Aires Herald (U.S.7)	1876	MD—English	15,000 A	20	52 x 40 cm.	Business men.

(*Continued on page 246*)

LA NACION

BUENOS AIRES

THE GREAT ARGENTINE DAILY

Editorial and General Offices in the United States:
W. W. DAVIES
Correspondent and General Representative
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NEW YORK CITY

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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 244*)

ARGENTINA—Continued

BUENOS AIRES—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Critica (U. S. 1)	1913	ED—Spanish	250,000 X	20	58 x 45½ cm.	General.
Kurjer Polski	1928	MD—Polish	10,000 A	6-16	55 x 38 cm.	General.
Telegrafo Mercantil	1933	ED—Spanish	500 A	8	45 x 58 cm.	
Noticias Graficas (U. S. 7)	1930	ED—Spanish	250,000 X	22	52 x 40 cm.	General.
La Reforma	1923	MD—Spanish	4,000	6	52 x 33½ cm.	General.
CHACABUCO						
Argentino		D	2,000 A	4	48 x 27½ cm.	
CHIVILCOY						
El Progreso		D—Spanish	2,000 A	8	52 x 33 cm.	
La Razon	1910	MD—Spanish	4,000 A	14	52 x 33 cm.	
CONCEPCION DEL URUGUAY						
Los Principios	1924	MD—Spanish	5,000 A	8	56 x 37½ cm.	General.
CONCORDIA						
El Diario	1925	ED—Spanish	2,000 A	8	64 x 90 cm.	General.
El Litoral	1901	MD—Spanish	3,500 A	8	43 x 57 cm.	Farmers, business men.
CORDOBA						
Cordoba	1928	ED—Spanish	20,000 A	14		General.
El Pais (U. S. 4)	1926	MD—Spanish	20,000 A	16	16½ x 22"	General.
Los Principios (U. S. 6)	1894	MD—Spanish	30,000	16	54 x 40 cm.	
La Vos del Interior (U. S. 1)	1900	MD—Spanish	20,000	16	58 x 40 cm.	
CORONEL SUAREZ						
El Fiscal	1907	ED—Spanish	1,000 A	4	32½ x 51 cm.	General.
GENERAL URIBURU (Zarate)						
El Debate		D—Spanish	2,500 A	12	33 x 49 cm.	
La Tarde	1915	ED—Spanish	1,000	12	33 x 49 cm.	General.
GOYA						
El Adalid	1925	ED—Spanish	1,000 A	4	33 x 47 cm.	Rural
GUALEGUAY						
El Debate	1901	ED—Spanish	2,000 A	8	55 x 36½ cm.	General.
El Dia		D—Spanish	2,000 A	8	53 x 33 cm.	
Justicia		EDexS—Spanish	2,000 A	8	68 x 33 cm.	
GUALEGUAYCHU						
El Argentino		D—Spanish	3,000 A	8-10	53 x 33 cm.	
El Censor	1902	D—Spanish	2,800 A	8	53 x 36 cm.	General.
El Diario		D—Spanish	2,800 A	8	40 x 33 cm.	
JUJUY						
El Dia	1910	ED—Spanish	3,000 A	8	52 x 33 cm.	
JUNIN						
La Verdad	1917	MDexMon—Span	4,200 A	14	50 x 36 cm.	General.
LINCOLN						
Ariel		D—	1,500 A	8	53 x 30 cm.	
La Constitucion		D—	2,000 A	8	45 x 26 cm.	
MAR DEL PLATA						
La Capital	1905	MD—Spanish	4,000 A	8	40 x 50 cm.	General.
MENDOZA						
Los Andes (U. S. 1)	1882	MD—Spanish	27,000 A	16	58 x 38½ cm.	General.
La Libertad	1919	MD—Spanish	12,000 A	16	64 x 52 cm.	General.
La Palabra	1915	ED—Spanish	10,000 A	10	43 x 57 cm.	General.
Victoria	1920					
MERCEDES						
La Ley		D—Spanish	3,000 A		51 x 33 cm.	
La Vos del Sud	1903	MD—Spanish	2,200 A	8	51 x 34 cm.	General.
NECOCHEA						
Ecos Diarios	1921	MD—Spanish	2,000 A	8	52 x 37½ cm.	
Necochea		D—Spanish	1,500 A	8	52 x 37½ cm.	
NUEVE DE JULIO						
El Porvenir	1895	MD—Spanish	1,500 A	8	58 x 81 cm.	All classes.
OLAVARRIA						
El Popular	1899	MD—Spanish	2,800 A	12	56 cm. x 6 col.	Farmers, professional men.
PARANA						
La Accion	1912	MD—Spanish	7,000 A	10	51 x 35 cm.	Farmers, professional men.
PERGAMINO						
El Tiempo	1927	MD—Spanish	3,500 A	8	62 x 43 cm.	All classes.
La Opinion	1914	MD—Spanish	5,500 A	12-14	57 x 43 cm.	Middle class and agriculture.
LA PLATA						
El Argentino (U. S. 7)	1906	ED—Spanish	10,000	12	34 x 49 cm.	General.
El Dia	1883	MD—Spanish	21,000 A	14-16	53 x 35 cm.	General public.
La Opinion	1922	ED—Spanish	4,000 A	8	51 x 35 cm.	General public.
POSADAS						
El Territorio—	1925	EDexS—Spanish	2,000 A	8	53 x 33 cm.	Community.
ROSARIO						
La Accion	1918	MD—Spanish	30,000 A	16	58 x 38½ cm.	General.
La Capital (U. S. 1)	1887	MD—Spanish	75,000 A	24	23¾ x 16"	All classes.
Tribuna	1928	ED—Spanish	10,000 A	12	40 x 52 cm.	All classes.
SALTA						
El Intransigente	1920	MD—Spanish	4,000 A	8	56 x 43 cm.	Middle class.
Nueva Epoca	1910	ED—Spanish	5,000 A	10	53 x 33 cm.	
SAN FRANCISCO						
La Vos de San Justo	1915	MD—Spanish	5,000 A	8	54 x 33 cm.	50% farmers.
SAN JUAN						
Diario Nuevo	1915	MDexMon—Span.	4,000 A	8	51 x 35 cm.	
Tribuna		D—Spanish	5,000 A	12	51 x 33 cm.	
El Zonda		D—Spanish	6,000 A	8	51 x 35 cm.	
SANTA FE						
El Litoral (U. S. 7)	1918	MD—Spanish	25,000 A	16	50 x 38 cm.	All classes.
El Orden	1927	MD—Spanish	10,000 A	20	40 x 50 cm.	General.
La Provincia (U. S. 11)	1923	MD—Spanish	10,000	16	55 cm. x 7 col.	All classes.
SANTIAGO DEL ESTERO						
El Liberal	1908	MD—Spanish	4,000 A	8	62 x 43 cm.	
La Union		DexS—Spanish	3,000 A	8	56 x 27½ cm.	

ARGENTINA—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
TANDIL						
Nueva Era	1919	ED—exS—Spanish	4,000 A	8	53 x 37½ cm.	
TRES ARROYOS						
La Comuna	1921	MD—exMonSpan.	6,000 A	16	50 x 33 cm.	All classes.
TUCUMAN						
El Orden (U. S. 1; U. S. 10)	1881	ED—Spanish	18,000 A	14	55 x 37½ cm.	All classes.
La Gaceta (U. S. 6)	1912	MD—Spanish	31,000 A	14	58½ x 41½ cm.	All classes.
VILLA MARIA						
Heralds	1906	ED—Spanish	1,000 A	6-8	58 x 40 cm.	General.
El Tiempo		D—Spanish	2,000 A	6	53 x 33 cm.	General.
VILLA MERCEDES (SAN LUIS)						
San Luis		D—Spanish	2,000 A	6	52 x 33 cm.	
El Tribuno		D—Spanish	4,000 A	6	49 x 33 cm.	
La Vos del Sud		D—exHoliday—Spanish	1,200 A	8	55 x 33 cm.	

BOLIVIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
COCHABAMBA						
El Imparcial	1930	MD-exM-Spanish	3,500	8	15 x 22"	General.
El Tiempo	1930	MD-exS-Spanish.	2,000	6	15 x 22"	General.
El Republicano (U. S. 1)	1915	MD—Spanish	3,500 R	8	50 x 25 cm.	General.
LA PAZ						
El Diario (U. S. 1)	1904	MD—Spanish	10,000	8	15 x 23"	General.
La Razon (U. S. 10)	1916	MD-exM-Spanish	10,000 X	8	16 x 23"	General.
La Republica	1922	MD-exM-Spanish	4,000 X	8	15 x 22"	Political.
Tribuna	1935	ED-exS-Spanish.	4,000	8	15 x 22"	General.
Ultima Hora	1929	ED-exS-Spanish.	10,000 X	8	15 x 22"	General.
Universal	1933	ED-exS-Spanish.	4,000 X	8	15 x 22"	Political.
ORURO						
La Manana	1932	MD-exS-Spanish.	7,000 X	6	15 x 22"	General.
La Patria (U. S. 1)		MD-exS-Spanish.	7,000	8	15 x 22"	General.
POTOSI						
Alas	1932	MD-exM-Spanish	1,500	4-6	13 x 20"	Catholic.

BRAZIL

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ARACAJÚ—Sergipe						
Correio de Aracajú						Local, all classes.
Sergipe Jornal	1920	ED—Portuguese.	3,000 A	4	50 x 35 cm.	All classes.
BAHIA—Bahia						
Diario da Bahia	1856	MD—Portuguese.	3,000 A	8	24 x 17½"	All classes.
A Tarde	1915	ED—Portuguese.	12,000 A	10	25 x 18"	All classes.
Diario de Noticias	1876	ED—Portuguese.	7,000 A	8	25 x 18½"	All classes.
O Imparcial	1918	MD—Portuguese.	5,500 A	8	22½ x 15"	All classes.
O Estado da Bahia	1903	ED—Portuguese.	5,000 A	8	24½ x 17"	All classes.
BELEM DO PARÁ						
Folha do Norte	1896	MD—Portuguese.	15,000 A	8	22 x 17"	All classes.
O Estado do Pará	1919	MD—Portuguese.	10,000 A	8	24½ x 17"	All classes.
Imparcial	1917	ED—Portuguese.	5,000 A	4	22 x 17"	All classes.
BELLO HORIZONTE—Minas Geraes						
O Estado de Minas	1927	MD—Portuguese.	12,000 A	9	55½ x 38½ cm.	All classes.
Minas Geraes		MD—Portuguese.	8,000 A			All classes.
Diario da Tarde	1930	ED—Portuguese.	4,000 A	6	55½ x 38½ cm.	All classes.
CORUMBÁ—Matto Grosso						
A Tribuna		Portuguese.				
CURITYBA—Paraná						
Diario da Tarde	1898	ED—Portuguese.	5,000 A	8	50 x 30 cm.	General.
O Dia	1923	MD—Portuguese.	4,000 A	8	53 x 30½ cm.	General.
Gazeta do Povo	1917	MD—Portuguese.	4,000 A	8	56 x 40 cm.	General.
Der Kompass	1909	ED—German	3,000 A	4	54 x 37 cm.	German.
FLORIANOPOLIS—Santa Catharina						
A Patria		Portuguese	4,500 A			
O Estado		Portuguese	3,500 A			
A Republica		Portuguese	2,000 A			
FORTALEZA—Ceará						
O Povo	1928	MD—Portuguese.	5,000 A	8	11 x 17"	General.
Correio do Ceará	1915	ED—Portuguese.	5,000 A	8	22 x 15½"	General.
Gazeta de Noticias	1925	MD—Portuguese.	4,500 A	8	42 x 28 cm.	General.
Jornal do Commercio	1924	ED—Portuguese.	3,000 A	8	76 x 112 cm.	General, political.
JOÃO PESSÔA—Parahyba						
A União		Portuguese	5,500 A			General.
O Norte		Portuguese	3,000 A			

(*Continued on page 247*)

★ **PROVINCIAL ARGENTINA** ★

Tucumán, capital of the province of the same name and third city in population of the Republic, is the commercial center of northern Argentina, which includes the provinces of Tucumán, Salta, Jujuy, Santiago del Estero and Catamarca and the national territories of Los Andes, El Chaco, and Formosa. The Province of Tucumán itself is a wealthy agricultural and livestock region, sugar cane being its principal single agricultural crop. Industrial establishments in this province represent an investment of M$N 222,322,966.

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LA GACETA

Regional daily newspaper of Tucumán, Argentina

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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 246*)

BRAZIL—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
JOINVILLE—Santa Catharina						
[illegible] de Joinville	....	Portuguese	3,000 A	.....	.....	General.
[illegible]	....	Portuguese	2,000 A	.....	.....	General.
[illegible] Zeitung	....	German	2,000 A	.....	.....	German.
MACEIÓ—Alagôas						
[illegible] de Alagôas	....	.....	2,500 A	.....	.....	.....
[illegible] de Noticias	....	.....	2,000 A	.....	.....	.....
MANÁOS—Amazonas						
[illegible] do Commercio	....	.....	5,000 A	.....	.....	.....
[illegible]	....	.....	3,000 A	.....	.....	.....
[illegible]	....	.....	2,500 A	.....	.....	.....
NATAL—Rio Grande do Norte						
[illegible]blica	1889	MD—Portuguese	4,500 A	4	24½ x 18"	General.
[illegible] de Natal	....	.....	3,500 A	.....	.....	.....
NICTHEROY—Rio de Janeiro						
[illegible]	....	Portuguese	6,000 A	.....	.....	.....
[illegible]	....	Portuguese	2,500 A	.....	.....	.....
[illegible]	....	Portuguese	2,000 A	.....	.....	.....
PELOTAS—Rio Grande do Sul						
[illegible] Publica	....	Portuguese	5,000 A	.....	.....	.....
[illegible] Popular	....	Portuguese	4,500 A	.....	.....	.....
[illegible]ardor	....	Portuguese	4,000 A	.....	.....	.....
PORTO ALEGRE—Rio Grande do Sul						
[illegible] do Povo	1895	MD—Portuguese	35,000 A	12	24½ x 17"	All classes.
[illegible] de Noticias	1923	MD—Portuguese	25,000 A	12	24½ x 17¼".	All classes.
[illegible] da Manhã	1930	MD—Portuguese	10,000 A	8	.....	All classes.
[illegible] da Noite	1930	ED—Portuguese	4,000 A	6	.....	.....
[illegible]ercio	1884	MD—Portuguese	5,000 A	8	24½ x 17½"	Political.
[illegible] Deutsche Zeitung	1881	German	15,000 A	8	15 x 21"	Prot. German-Brazilian.
[illegible]ches Volksblatt	1870	German	8,000 A	8	13 x 19½"	Cath. German-Brazilian.
RECIFE—Pernambuco						
[illegible] do Commercio	.....	Portuguese.	18,000 A	.....	.....	.....
[illegible] da Manhã (U. S. 10)	1927	MD—Portuguese.	15,000 A	16	17½ x 24½"	General.
[illegible] da Tarde (U. S. 10)	1928	ED—Portuguese.	6,000 A	6	17½ x 24½"	General.
[illegible] Pernambuco	1825	MD—Portuguese.	10,000 A	8	22½ x 16¾"	General.
[illegible] do Recife	1857	MD—Portuguese.	5,000 A	8	24½ x 17½"	General.
[illegible] Pequeno	1897	ED—Portuguese.	3,000 A	6	17½ x 24½"	General.
RIO DE JANEIRO—Districto Federal						
[illegible] (U. S. 21)	1910	ED—Portuguese.	232,000 A	8	54½ x 38½ cm.	General.
[illegible] Ilustrada (U.S.21)	1927	W—Portuguese	120,000 A	32	16½ x 12"	Ladies.
[illegible] (U. S. 21)	1935	W—Portuguese	76,000 A	60	11½ x 8½".	Popular.
[illegible] do Brasil (U. S. 7)	1892	MD—Portuguese.	53,000	32	55 x 38 cm.	All classes.
[illegible]	1925	ED—Portuguese.	60,000 A	6	55 x 38½ cm.	General.
[illegible] da Manhã	1927	MD—Portuguese.	40,000 A	16	17½ x 24½"	Political.
[illegible]	1927	MD—Portuguese.	25,000 A	16	.....	General.
[illegible]	1933	MD—Portuguese.	20,000 A	12	.....	Popular.
[illegible] Carioca	1928	MD—Portuguese.	20,000 A	8	60 x 38 cm.	Popular.
[illegible] do Commercio	1827	MD—Portuguese.	20,000 A	28	61 x 48 cm.	Commerce.
[illegible]	1930	ED—Portuguese.	18,000 A	8	.....	General.
[illegible] de Noticias (U. S. 6)	1929	MD—Portuguese.	35,000 A	10	60 x 38 cm.	Popular.
[illegible] Rio-Zeitung	1921	MD—German	10,000 A	8	60 x 53 cm.	German.
[illegible]	1928	ED—Portuguese.	10,000 A	6	54 x 39 cm.	Popular.
SANTOS—São Paulo						
[illegible]	1894	MD—Portuguese.	35,000 A	6–24	40 x 55 cm.	Commerce and general.
[illegible]	1935	MD—Portuguese.	15,000 A	12	.....	Commerce.
[illegible] Popular	1931	ED—Portuguese.	5,000 A	4	45 x 28 cm.	General.
[illegible] da Noite	1920	ED—Portuguese.	5,000 A	4	60 x 33 cm.	General.
SÃO LUIZ DE MARANHÃO						
[illegible]rcial	1926	MD—Portuguese.	5,000 A	8	50 x 35 cm.	General.
[illegible]	....	....—Portuguese.	3,500 A	4	.....	Political.
SÃO PAULO—São Paulo						
[illegible] de São Paulo (With rotogravure every 15 days)	1876	MD—Portuguese.	80,000 A	18–32	58 x 42 cm.	Superior, impartial.
[illegible]	1896	ED—Portuguese.	65,000 A	8	55 x 38 cm.	General & popular.
[illegible] de São Paulo	1929	MD—Portuguese.	35,000 A	14	16 x 22½"	General & political.
[illegible] da Noite	1929	ED—Portuguese.	30,000 A	8	43 x 62 cm.	General & political.

BRAZIL—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
SÃO PAULO—Continued						
Diario Popular	1898	MD—Portuguese.	18,000 A	8	.....	Commercial.
A Platea	1888	ED—Portuguese.	14,000 A	8	47 x 62 cm.	Sensational.
Deutsche Zeitung	1896	ED—German	14,000 A	8	68 x 48 cm.	German.
Folha da Manhã (U. S. 6)	1924	MD—Portuguese.	47,414	12	44 x 33 cm.	Political and commercial.
		Sunday	52,743			
Folha da Noite (U. S. 6)	1921	ED—Portuguese.	25,961	8	44 x 33 cm.	Political & Commercial.
Correio Paulistano	1887	MD—Portuguese.	10,000 A	12	68 x 48 cm.	Political & commercial.
O Dia	1931	MD—Portuguese.	8,000 A	4	55 x 42 cm.	Sports.
Fanfulla	1892	MD—Italian	12,000 A	12	56 x 42 cm.	Italian.
VICTORIA—Espirito Santo						
Diario da Manhã	....	MD—Portuguese.	5,000 A	8	.....	General.
A Gazeta	....	ED—Portuguese.	4,000 A	6	.....	All classes.

CHILE

ANTOFAGASTA						
El Industrial (U. S. 11)	1881	ED—Spanish	6,000	8	17 x 21½".	General.
El Mercurio (U. S. 4)	1906	MD—Spanish	14,000	6–8	14 x 20¼".	General.
El Sol	1926	MD—Spanish	7,000	8	38 x 55 cm.	General.
IQUIQUE						
El Nacional	1890	ED—Spanish	3,000 X	8	15½ x 21¾".	All classes.
La Opinion	1928	ED—Spanish	3,500	8	15⅝ x 21¾".	All classes.
La Patria	1891	ED—Spanish	3,500 X	8	15½ x 21¾".	All classes.
La Provincia	1913	MD—Spanish	7,000 X	12	17 x 22½".	All classes.
El Tarapaca (U. S. 6)	1894	MD—Spanish	5,000	12	15⅝ x 22½".	All classes.
CHILLAN						
La Discusion (U. S. 1)	1916	MD—Spanish	6,000	10	15 x 21"	All classes.
CONCEPCION						
La Patria	1923	MD—Spanish	8,000	10	23 x 17¼".	Catholic.
El Sur (U. S. 1)	1882	MD—Spanish	25,000	14	23 x 17¼".	General.
TALCA						
El Dia	....	D—Spanish	.....	.....	.....	.....
La Manana (U. S. 1)	1906	MD—Spanish	5,800	8	20 x 15"	General.
La Zona Central	1921	MD—Spanish	2,500	.....	.....	General.
TEMUCO						
El Diario Austral (U. S. 1)	1916	MD—Spanish	3,500	12	15½ x 25"	General.
El Heraldo Del Sur	1923	MD—Spanish	4,000	8	24 x 16"	General.
TOCOPILLA						
La Prensa (U. S. 6)	....	MD—Spanish	2,500	6	14½ x 19"	General public.
VALDIVIA						
El Correo de Valdivia (U. S. 1)	1894	MD—Spanish	9,000	8	16 x 24"	General public.
SANTIAGO						
El Diario Ilustrado (U. S. 1)	1902	MD—Spanish	31,000 X	14	15½ x 24½".	Wealthy, conservative.
El Imparcial	1925	ED—Spanish	15,000 X	16	11¼ x 16".	All classes.
El Mercurio (U. S. 4)	1900	MD—Spanish	65,000 X	20	16 x 22¾".	All classes.
La Nacion (U. S. 6)	1917	MD—Spanish	52,000	14	16 x 22¾".	All classes.
Las Ultimas Noticias (U.S.4)	1901	ED—Spanish	75,000 X	16	9⅝ x 14½".	All classes.
VALPARAISO						
La Estrella (U. S. 4)	1921	ED-exS—Spanish	5,000 X	12–14	9⅝ x 15¼".	General.
El Mercurio (U. S. 4)	1837	MD—Spanish	20,000 X	12–14	23 x 16"	General.
				14–20 Sun.		
La Union (U. S. 6)	1885	MD—Spanish	24,040	10–12	24½ x 17½".	General.
		Sunday	29,380	16–20		

COLOMBIA

BARRANQUILLA						
El Heraldo (U. S. 1)	1933	MD-ExS-Spanish	14,000	14	17½ x 22½".	General.
La Nacion	1914	ED-exS-Spanish.	2,500	8	17½ x 22½".	General.
La Prensa (U. S. 6)	1927	MD-exS-Spanish.	12,000	14	17½ x 22½".	General.
BOGOTA						
El Diario Nacional (U.S.10)	1915	MD—Spanish	7,000	8	16½ x 22".	General.
El Espectador (U. S. 4)	1887	ED-exS-Spanish.	17,500	12	17½ x 22¾".	General.
El Pais (U. S. 11)	1932	MD—Spanish	15,000	12	17½ x 22¾".	General.
El Tiempo (U. S. 1)	1911	MD—Spanish	50,000	16	17½ x 22¾".	General.

(*Continued on page 248*)

A NOITE

232,000 Daily

A NOITE ILLUSTRADA

110,000 Weekly

Carioca

80,000 Weekly

Brazilian National Coverage

cannot be attained without these publications of Sociedade Anonyma RIO-EDITORA, Rio de Janeiro, Brazil

United States Advertising Representative

Fred Kreutzenstein

108 Water Street New York City

Telephone Beekman 3-6048

RIO DE JANEIRO, capital of a country with 45 million inhabitants and the largest market in South America, is also the home of the largest publishing company in the country, the **S. A. RIO-EDITORA.** Its publications are read by all; rich and poor, high and low. They have no political affiliations and no ax to grind, but give the best world-wide information service obtainable.

'A NOITE', with a daily circulation of 232,000, covers the Federal District of Rio de Janeiro and the neighboring cities, including Nictheroy across the bay, thoroughly, and has also a wide sale in such population centers of the country as São Paulo, Santos, Porto Alegre, Bahia, Recife and Pará, in all of which it maintains regional headquarters.

'A NOITE ILLUSTRADA'—the rotogravure weekly with a circulation of 110,000, enjoys a popularity throughout the country that makes it ideal for advertising of national coverage.

'CARIOCA'—the latest addition to the "A Noite" publications of the S. A. RIO-EDITORA, is the most widely read magazine of Brazil. Its actual circulation of 80,000 is increasing so rapidly that the advertiser will do well to take advantage of the present low rates and close his yearly contracts before the rates must necessarily be advanced.

YOUR BRAZILIAN ADVERTISING PROBLEMS become less troublesome with an intelligent use of these publications. Let this office assist you with pertinent information on Brazilian markets, together with rate cards and sample copies.

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 247*)

COLOMBIA—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BUCARAMANGA						
El Deber	1923	MD-exS-Spanish.	3,000	8	13¾ x 19¾"	General.
Tribuna Liberal	1934	ED—Spanish	1,500	8	13¾ x 19¾"	Liberals.
La Vanguardia Liberal (U. S. 1)	1919	MD—Spanish	5,200	8	17¾ x 23¾"	General.
CALI						
Diario del Pacifico (U. S. 11)	1925	MD—Spanish	5,000	8	16 x 21¼"	General.
Relator (U. S. 9)	1916	ED-exS-Spanish.	8,000 A	8	17½ x 22½"	Liberals.
CARTAGENA						
Diario de la Costa (U. S. 1)	1916	MD-exM-Spanish	3,000	8	17½ x 22¾"	General.
El Mundo (U. S. 11)	1934	MD—Spanish	3,000 Z	8	17½ x 23¾"	General.
CUCUTA						
Commentarios	1922	D—Spanish	1,000	4	12¼ x 17¾"	General.
La Tarde	1915	ED—Spanish	1,000	4	15½ x 24½"	General.
MANIZALES						
La Patria (U. S. 4)	1921	MD—Spanish	7,000	8	17½ x 20¼"	General.
MEDELLIN						
El Colombiano (U. S. 11)	1912	MD—Spanish	6,000	12	17¼ x 22¾"	General.
La Defensa	1916	ED-exS-Spanish.	5,500	8	13½ x 19¾"	General.
El Diario	1930	MD-exS-Spanish.	6,000	8	12¾ x 19½"	General.
El Heraldo de Antioquia (U. S. 1)	1926	MD-exS-Spanish.	4,000 R	8	17¾ x 22¼"	General.
PALMIRA						
Nueva Patria	1930	ED—Spanish	3,500 Z	6	13¾ x 19¾"	Liberals.
PASTO						
El Derecho	1927	MD * Spanish	2,000	4	15¾ x 23¾"	General.
El Radio	1933	ED—Spanish	2,000	6	15¾ x 23¾"	General.
PEREIRA						
El Diario	1929	MD—Spanish	500 R	8	13¾ x 19¾"	General.
PUERTO BERRIO						
El Obrero Liberal	1935	MD—Spanish	500	4	9¾ x 13¾"	General.
QUIBDO						
A. B. C.	1913	ED—Spanish	1,000	4	16 x 21"	General.
SANTA MARTA						
El Estado	1921	MD—Spanish	1,200	6	16¾ x 23¼"	General.
La Vos de Magdalena	1926	ED—Spanish	800	8	16¾ x 23¼"	General.
SINCELEJO						
El Annunciador (U. S. 11)	1911	ED—Spanish	2,000	4-8	13¾ x 19¾"	General.

ECUADOR

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
CUENCA						
El Diario del Sur	1927	MD—Spanish	800	4-6	15 x 22½"	Public.
El Mercurio	1924	MD—exMon. Spanish	1,200	4	22 x 14"	Public.
GUAYAQUIL						
La Opinion Publica	1924	MD—Spanish	5,000	4	52 x 33 cm.	General.
La Prensa	1922	MD—Spanish	10,000	8	60 x 35 cm.	General.
El Telegrafo (U. S. 1)	1884	MD—Spanish	12,000 L	12	45 x 60 cm.	General.
El Universo (U. S. 4)	1921	MD—Spanish	16,000 L	8	16 x 21¼"	General.
PORTOVIEJO						
La Provincia	1928	MD—Spanish	2,000	4-6	45 x 30 cm.	General.
QUITO						
El Comercio (U. S. 10)	1906	MD—Spanish	10,000	8	20½ x 16½"	General.
El Dia	1913	MD—Spanish	10,000	6	21½ x 14½"	General.

PARAGUAY

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ASUNCION						
La Critica	1929	ED—Spanish	2,000	4	23 x 16"	Poorer classes.
El Diario	1904	ED-exS-Spanish.	7,000 X	6	17 x 22"	Foreigners and better class.
El Liberal (U. S. 6)	1911	MD—exMon—Spanish	5,500 X	6	23 x 16"	Foreigners and better class.
El Orden	1923	ED-exS-Spanish.	6,000 X	12	17 x 12"	Foreigners and better class.
La Prensa	1934	ED—Spanish	1,200	4	16 x 24"	Farmers and opposition.
La Tribuna	1925	MD—Spanish	5,000	8	23 x 16"	Foreigners and better class.

PERU

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ARAEQUIPA						
El Deber	1890	MD—Spanish	12,000	8-12	17½ x 22½"	All classes.
Noticias	....	.....	7,000	....	.....	.....
El Pueblo (U. S. 1)	1901	MD—Spanish	10,000	8-12	23½ x 17¼"	All classes.
CERRO DE PASCO						
El Minero	1896	ED—Spanish	4,000	4-6	12¼ x 17"	All classes.
CUZCO						
El Comercio (U. S. 1)	1896	MD—Spanish	7,500	6-8	17 x 23"	All classes.
El Diario	....	Spanish	4,500	.....	61 cm. x 7 cols.	.....
El Sol	1901	MD—Spanish	5,800	4-6	17 x 27"	All classes.
LIMA						
El Comercio (U. S. 4)	1839	MD—Spanish	52,000	18	15¾ x 21½"	All classes.
		ED—Spanish	17,500	4	15¾ x 21"	All classes.
La Cronica (U. S. 4)	1914	MD—Spanish	16,000	16-24	11¼ x 14½"	General.
La Prensa (U. S. 6)	1902	MD—Spanish	34,000	16	17½ x 24"	General.
PIURA						
La Industria (U. S. 1)	....	MD—Spanish	4,000	.....	63 cm. x 7 cols.	.....
El Tiempo	....	MD—Spanish	4,200	.....	16 x 22"	All classes.
TRUJILLO						
La Industria (U. S. 1)	1895	MD—Spanish	6,000	6-10	15 x 23½"	All classes.
La Nacion	1932	MD—Spanish	5,000	8-12	59 cm. x 6 cols.	.....

URUGUAY

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
MONTEVIDEO						
El Bien Publico	1878	MD-exM-Spanish	21,400	8	17 x 24"	Catholic.
El Debate	1931	MD—Spanish	30,000	.....	16 x 24"	General, political.
El Dario (U. S. 11)	1923	ED—Spanish	75,000	20-32	17½ x 24½"	General, political.
El Dario Espanol	1905	MD-exM-Spanish	7,500	8	17½ x 24½"	Spanish colony.
La Gaceta Commercial	1916	MD-exM-Spanish	8,500	8	13½ x 19½"	Commerc., financ.
La Manana (U. S. 11)	1917	MD-exM-Spanish	37,500	16	17 x 24½"	Wealthy & industrialists.
Montevideo Times	1888	MD-exM-English	1,200	8	16 x 24"	English speaking.
El Plata (U. S. 4)	1915	ED—Spanish	30,000 R	12	15¾ x 20½"	General, political.
El Pueblo	1931	MD—Spanish	10,000	4	35 x 47½ cm.	General, political.
The Sun	1923	MD-exM-English	.....	4	16 x 23"	English speaking.
La Tribuna Popular	1879	MD—Spanish	50,000	14	15½ x 23"	General, political.
El Dia (U. S. 1)	1886	MD—Spanish	48,000 A	16	17½ x 25½"	General.
Vida Maritima	1918	MD—Spanish	2,000	8	.....	Importers.

VENEZUELA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BARCELONA						
La Informacion	....	MD—Spanish	1,300	4	19 x 13"	.....
BARQUISIMETO						
El Heraldo (U. S. 10)	1912	MD—Spanish	3,500	4	21 x 15½"	All classes.
El Impulso (U. S. 1)	1904	MD—Spanish	2,000	4	21 x 15"	All classes.
CARACAS						
La Esfera (U. S. 7)	1927	MD—Spanish	17,000	10-12	16 x 21¾"	General publ.
El Heraldo (U. S. 7)	1922	ED-exS—Spanish	12,000	8-12	22½ x 17½"	All classes.
Ahora (U. S. 6)	1936	MD—Spanish	10,000	.....	.....	General.
La Religion	1890	MD-exS—Spanish	8,000	4	16¾ x 22¼"	General, religious.
El Universal (U. S. 1)	1909	MD*—Spanish	12,000	16-20	16¾ x 22¾"	General.
CARORA						
El Diario	1919	MD—Spanish	2,500	.....	.....	General.
CARUPANO						
El Semaforo	....	ED—Spanish	3,000	4	.....	General.
CIUDAD BOLIVAR						
El Luchador (U. S. 1)	1906	MD—Spanish	2,250	6	24 x 18"	General.
CORO						
El Dia	1914	MD-exS—Spanish	4,000	4	16½ x 11¼"	General publ.
CUMANA						
Renacimiento	1923	MD—Spanish	1,000	.....	.....	General.
MARACAIBO						
La Columna	1923	ED-exS—Spanish	1,500	4	24 x 36"	Catholic publ.
El Excelsior (U. S. 7)	1923	MD-exS—Spanish	2,000	6-10	17 x 22"	Merchants & professional.
La Information (U. S. 1)	1920	MD-exS—Spanish & Eng. section.	3,500	8-16	17 x 22½"	All classes.
Panorama (U. S. 4)	1914	MD-exS—Spanish & Eng. section.	5,000	8-12	16½ x 20¼"	General publ.
MERIDA						
Patria	....	ED-exS—Spanish	2,000	4	13 x 19"	General publ.
SAN CRISTOBAL						
Diario Catolico	1934	MD-exS—Spanish	1,800	4	11¾ x 16¾"	Catholic publ.

(*Continued on page 249*)

Colombian Coffee Dollars

The Republic of Colombia exports to the United States large amounts of coffee, bananas, petroleum and other minerals. The amount of her coffee sales to us alone averages $56,000,000 each year. Of this she actually spends $22,600,000 for American products; the balance . . . and more . . . represents dollars still available for the purchase of United States goods if American manufacturers will make them available to purchasers in Colombia.

Capital, metropolis and commercial center of Colombia is Bogotá. Located in the heart of the Republic, it serves a trading zone made up of four important governmental provinces with an aggregate population of two and three-quarter million persons.

"El Espectador," evening daily newspaper, has the largest circulation of any evening newspaper in the Republic and the largest circulation in the homes of Bogotá. Its city, domestic and foreign coverage is complete, it offers its readers the most up-to-date syndicated features.

"El Espectador" is Colombia's modern newspaper.

EL ESPECTADOR

evening daily of Bogotá, Colombia

EL ESPECTADOR of Bogotá, Colombia, is represented abroad exclusively by—

Joshua B. Powers, Inc.

220 East 42nd Street—New York City—VAnderbilt 3-5537

London Paris Berlin Buenos Aires Rio de Janeiro

"La Prensa" of Lima is one of the two really important newspapers of Perú. Published daily in the capital city, it circulates in the more substantial middle and upper class homes there and in nearby cities and suburbs, including Callao, Miraflores, Barranco, Chorillos, La Magdalena, and San Miguel. In addition, it has a small but effective provincial circulation.

"La Prensa" is a modern, well-edited newspaper, served with complete United Press cable news and with United Press and Editors Press Service features.

Its coverage of national events is the best in the Republic, its financial and sports pages are especially outstanding in their excellence.

"La Prensa" of Lima is a first-rate advertising medium in an important market for products of foreign origin.

LA PRENSA

MORNING DAILY OF LIMA, PERÚ

Represented abroad exclusively by—

JOSHUA B. POWERS, INC.

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INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page* 248)

VENEZUELA—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
SAN FELIPE						
Yaracuy	1933	MD—Spanish	1,200	.....	.....	General.
VALENCIA						
El Cronista	1897	MD—Spanish	1,000	4	19 x 13"	Merchants, mfgrs.
El Glove	1900	MD—Spanish	2,000	.....	.....	General.
El Mundial	1926	MD—Spanish	2,000	.....	.....	General.

WEST INDIES, ETC.

BRITISH WEST INDIES

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BAHAMAS—NASSAU						
Nassau Guardian (U. S. 4)	1844	ED-exS-English	3,000	4-8	15¾ x 22"	All classes.
Nassau Daily Tribune	1903	ED-exS*-English	12,000	2-8-12	18 x 22"	General.
BARBADOS—BRIDGETOWN						
Barbados Advocate	1895	MD-exS-English	2,000	18	22 x 17"	General.
Barbados Agricultural Reporter	1862	MD-exS-English	1,000	20	19 x 14"	General.
BERMUDA—HAMILTON						
Royal Gazette and Colonist Daily	1828	MD-exS-Eanglish	2,100 Summer 2,500 Winter	8	17 x 24"	All classes.
GRENADA—ST. GEORGE						
West Indian	1915	MD—English	600	8	18 x 24"	General.
JAMAICA—KINGSTON						
Daily Gleaner	1834	MD-exS-*English	18,000 R	24-36	17 x 23"	General.
ST. VINCENT—KINGSTOWN						
Times	1898	ED—English	1,500	6	15 x 20"	General public.
TRINDAD—PORT OF SPAIN						
The Port of Spain Gazette	1825	MD-exM-English	4,000 Daily 6,200 Sunday	12-24	Demy	All classes.
The Sporting Chronicle	1919	MD—English	6,000	16	19 x 13½"	All classes, especially sportsmen
The Trinidad Guardian (U. S. 4)	1917	MD-exM-English	4,600 Daily 8,500 Sunday	18-32	17 x 24"	All classes.

CUBA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BANES						
El Democrata	1918	D—Spanish	150	4	15 x 22"	All classes.
El Pueblo	1914	ED—Spanish	1,000	4	15 x 22"	All classes.
Voz Nacionalista	1935	D—Spanish	500	4	22 x 14½"	All classes.
CAMAGUEY						
El Camagueyano (U. S. 1)	1902	MD—Spanish	5,300 R	8	18 x 24"	All classes.
CARDENAS						
La Antorcha	1930	ED—Spanish	2,500 X	...	9 x 13"	All classes.
El Comercio	....	ED—Spanish	1,500 X	...	11¼ x 18"	All classes.
La Democracia	....	ED—Spanish	2,300 X	...	.....	All classes.
La Union	1899	ED—Spanish	750 X	4	11 x 15"	General.
CIENFUEGOS						
El Comercio (U.S.10)	1902	ED-exS-Spanish	4,000 X	8	17½ x 22¼"	All classes.
La Correspondencia (U.S. 1)	1898	ED-exS-Spanish	6,000 X	8	18 x 22½"	All classes.
GIBARA						
El Progreso	1898	D—Spanish	800 800 X	4	15 x 22"	All classes.
HAVANA						
Advance (U. S. 4)	....	ED-exS-Spanish	25,000 X	...	17 x 21½"	General.
El Crisol (U. S. 10)	....	D—Spanish	45,000 X	...	17 x 21"	General.
Diario de la Marina (U.S. 6)	1832	MD-exM-Spanish	43,000 X	...	15 x 9½"	General.
Financial	1933	MD-exM-Spanish	5,000 X	...	16 x 11¼"	Commercial.
The Havana Post (U. S. 4)	1897	MD-exM-English	5,000 X	12	17 x 21"	English speaking
Heraldo Comercial	1916	MD-exM-Spanish	6,500 X	16	20½ x 15½"	Commercial.
Hoi Men Kong Po	1921	ED—Chinese	2,800 X	10	19½ x 15½"	Commercial.
Man Sen Yat Po	1921	ED—Chinese	12,000 X	12	19½ x 15½"	Social & political
El Mundo (U. S. 4)	1901	MD-exM-Spanish	27,937 X	30	16½ x 21"	General.
El Pais (U. S. 7)	1922	MD-exM & ED.. Spanish	70,000 X	24	16 x 21"	General.
Wah Man Sion Po	....	ED	5,000 X	...	.....	.....

CUBA—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
HOLGUIN						
Diario del Holguin	....	ED—Spanish	3,000 X	...	11⅞ x 17½"	All classes.
MANZANILLO						
Orientacion	....	ED—Spanish	3,000 X	...	.....	.....
MATANZAS						
El Imparcial	1886	ED-exS-Spanish	1,200 X	6	21 x 17"	General.
El Republicano	1900	ED—Spanish	650	6	14 x 20"	General.
SANTIAGO DE CUBA						
Adelante (U. S. 1)	1914	MD-exM-Spanish	21,000	16	21 x 16"	All classes.
Libertad (U. S. 4)	1934	MD-exM-Spanish	8,000	12	21 x 16"	All classes.
Las Noticias (U. S. 11)	1932	MD-exM-Spanish	4,000	8	15 x 22"	All classes.
VICTORIÃ DE LAS TUNAS						
El Imparcial	1930	D—Spanish	700	8	12 x 18"	Farmers, sugar planters, merchants.

DOMINICAN REPUBLIC

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
SANTIAGO						
El Diario	1902	MD—Spanish	1,500	8-12	22 x 15½"	All classes.
La Information	1915	ED—Spanish	2,000	8-16	22 x 15½"	All.
SANTO DOMINGO						
Listin Diario (U. S. 1)	1889	MD—Spanish	8,900	8-12	17½ x 23½"	General.
Nuevo Diario	1921	ED—Spanish	2,700	6	11 x 20"	All classes.
Opinion (U. S. 6)	....	MD—Spanish	8,000	.....	8 col. x 20½"	.....
Diario del Comercio (U.S. 7)	1930	MD—Spanish	3,200	8	18 x 12½"	General.

MARTINIQUE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
PORT DE FRANCE						
Le Cablo	1926	ED-exS—French	3,000	2	12½ x 19½"	General.

HAITI

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
PORT AU PRINCE						
L'Action National	1931	ED-exS—French	1,000	4	17 x 26"	All classes.
Haiti Journal	1929	ED-exS—French	2,000	4-6	18 x 24"	All classes.
Le Matin	1907	MD-exS—French	2,000	4-6	18 x 26"	All classes.
Le Nouvelliste	1896	ED-exS—French	2,000	4-6	14 x 22"	All classes.

NETHERLAND WEST INDIES

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
CURACAO						
Beurs en Nieuws Berichten	1935	ED-exS—Dutch	800 R	4	21 x 15"	Dutch, business men.
Boletin Comercial	1907	MD—Dutch	700 R	4	22 x 17½"	Merchants, etc.
De Curacaosche Volkskrant	1934	ED-exS—Dutch, Papiamento & Eng.	500 R	4	19¾ x 14½"	Dutch and colored.
La Prensa	1929	MD—Spanish	600 R	4	22 x 17½"	All classes.

(*Continued on page* 250)

Announcing AHORA

"Elite" of Caracas has been for a great many years Venezuela's most successful magazine in points of circulation, advertising revenue, typographical excellence and class of reader.

The publishers of "Elite" at the beginning of this year established a morning daily newspaper, "Ahora," which holds promise of being quite as successful in the daily field as "Elite" is as a weekly magazine.

"Ahora" is receiving cable news from the United Press, thorough local and domestic coverage, complete syndicate features from Editors Press Service. New and up-to-date presses have been ordered.

In its few short days of publication, "Ahora" has already obtained a net paid circulation of over 10,000 copies daily.

AHORA

morning daily of Caracas, Venezuela

"AHORA" of Caracas, Venezuela is represented abroad exclusively by—

Joshua B. Powers, Inc.

220 East 42nd Street, New York City

VAnderbilt 3-5537

London Paris Berlin Buenos Aires Rio de Janeiro

1832

Since 1832

"Diario de la Marina" of Havana has been Cuba's first newspaper

CLASS OF READERS—"Diario de la Marina" is bought each day by 65% of Cuban families with incomes of $5,000 and over.

CIRCULATION—"Diario de la Marina's" net paid circulation is larger than that of any other publication circulating in the Republic. More than 70% of its circulation is by subscription, paid for three or six months in advance.

ADVERTISING—"Diario de la Marina" consistently carries more column inches of advertising and has a higher advertising revenue than any other Cuban newspaper.

"Diario de la Marina" is more than a Havana morning newspaper. It is the *National Daily* of Cuba.

"Diario de la Marina" of Havana, Cuba, is represented abroad exclusively by—

Joshua B. Powers, Inc.

220 East 42nd Street, New York City

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London Paris Berlin Buenos Aires Rio de Janeiro

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 249*)

CENTRAL AMERICA

BRITISH HONDURAS

BELIZE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Daily News Service	1929	ED—English	200	4	9 x 12"	Middle class.

COSTA RICA

SAN JOSE

Diario de Costa Rica(U.S.7)	1919	MD-exMon-Span.	7,000 R	8-16	16 x 20"	General.
La Hora (U. S. 7)	1933	ED-exS—Spanish	5,000 R	8	Tabloid	General.
La Prensa Libre	1931	ED—Spanish	4,000 X	8	14 20½"	General.
La Tribuna (U. S. 6)	1920	MD-exMon-Spanish & English	8,000 R	12	22 x 17"	General.

GUATEMALA

GUATEMALA

Diario de Centro America	1880	ED-exS—Spanish	5,000 X	6-12	13½ x 20¼"	General. No advertising.
El Imparcial (U. S. 1)	1900	ED-exS—Spanish	7,500 X	8-20	16 x 20½"	General.
Nuestro Diario	1923	ED-exS—Spanish	5,000 X	8-16	15¾ x 20½"	General.
Liberal Progresista	1931	ED-exS—Spanish	8,000	8	17½ x 22½"	Better and middle classes.

QUEZALTENANGO

La Epoca	1920	ED-exS—Spanish	2,000 X	4-8	13½ x 20"	General.

HONDURAS

LA CEIBA

Diario del Norte	1922	ED-exS—Spanish	1,200	4	15½ x 22"	General.

COMAYAGUELA

La Epoca	1933	ED—Spanish	5,000	4	18 x 24"	Upper and middle classes.

SAN PEDRO SULA

El Norte	1921	ED—Spanish	3,000 R	6	17½ x 23"	General.
Diario Comercial (U. S. 4)	....	D-exS—Spanish & English	3,000 X	8-12	17½ x 21½"	General.

TEGUCIGALPA

El Cronista	1912	ED-exS—Spanish	4,150	6	20 x 26"	Officials, merchants, etc.
El Ciudadno	1932	ED—Spanish	2,000	4	12 x 18"	Upper and middle classes.

NICARAGUA

GRANADA

El Diario Nicaraguense	1884	MD-exMon-Span.	1,200 R	4	24 x 18"	Local.

LEON

El Centro Americano	1917	MD-exMon-Span.	2,000 R	6	18 x 24"	General.
El Cronista	1919	MD-exMon-Span.	1,200 R	4	18 x 24"	General.

MANAGUA

Diario Latino	1890	MD-exMon-Span.	1,800 R	6	18 x 24"	General.
La Noticia (U. S. 11)	1914	MD-exMon-Span.	3,900 R	6	18 x 24"	General.
La Nueva Prensa	1932	MD-exMon-Span.	3,500 R	6	18 x 24"	General.
La Prensa (U. S. 4 & 10)	1925	MD-exMon-Span.	3,000 R	6-8	14¼ x 21"	General.

PANAMA

PANAMA

Panama American (U. S. 6)	1925	MD—Spanish and English	11,186 Sun. 13,292	14-16	16 x 20"	General.
Star and Herald (U. S. 4)	1849	MD—English and Spanish	10,000	20	17 x 20"	General.
El Tiempo	1923	ED-ExS-Spanish.	1,500	8	18 x 24"	General.

SALVADOR

AHUACHAPAN

Diario de Ahuachapan	1924	MD—Spanish	1,000	4	12 x 9"	Agricultural.

SAN SALVADOR

Diario Latino (U. S. 7)	1890	MD-exS-Spanish.	8,000	12	20 x 16"	All classes.
Diario Nuevo (U. S. 11)	1933	MD—Spanish	5,000 X	8-12	20 x 12"	All classes.
Diario Patria	1928	MD—Spanish	4,000	8	17½ x 22½"	All classes.
La Prensa (U. S. 1)	1915	MD—Spanish	4,500 X	8-14	22½ x 17½"	All classes.

SANTA ANA

Diario de Occidente	1910	MD—Spanish	6,000 X	8	15½ x 20"	All classes.

MEXICO

CHIHUAHUA

El Correo de Chihuahua	1899	ED-exS-Spanish.	4,000 R	4	22 x 16"	Middle class.
El Heraldo (U. S. 5)	1927	MD—exTues—Spanish	4,000 R	4	24 x 18"	Higher classes.
La Voz de Chihuahua (U. S. 5)	1921	MD—exMon—Spanish	2,000 R	4-8	24 x 18"	Lower middle class

CIUDAD JUAREZ

El Continental	1925	ED—ex—Sat—Spanish	2,710	6-8	20" x 8 col.	All classes.
El Mexicano del Norte	1931	MD-exS-Spanish.	2,000 X	4-10	24" x 8 col.	General.

CIUDAD OBREGON

Heraldo del Yaqui (U. S. 5)	1929	MD—exMon—Spanish	2,150	4	18 x 23"	Business men, farmers.

DURANGO

El Dario de Durango (U. S. 5)	1930	MD—exMon—Spanish	1,800X	4	24 x 16"	General.
La ribuna	1933	MD—exMon—Spanish	2,500	4	21 x 14½"	General.

MEXICO—Continued

GUADALAJARA

El Informador (U. S. 5)	1917	MD—Spanish	27,500	8	22½ x 17½"	Best classes.
El Jaliciense (U. S. 6)	1932	MD—Spanish	7,600	6	17½ x 22½"	Political and [illegible]
Las Noticias (U. S. 5)	1928	MD—Spanish	3,000 X	6	16½ x 20½"	Poorer classes.

GUAYMAS

La Gaceta	1915	ED-exS—Spanish	1,000	4	15 x 23"	Urban.
El Diario	1934	ED-exS—Spanish	750	4	15 x 23"	Urban.

HERMOSILLO

El Tiempo	1932	ED-exS—Spanish	6,000	6	17 x 22"	General.

IRAPUATO

Evolution	1931	MD—Spanish	2,500	4	21¼ x 15¾"	All classes.

JALAPA

El Tema de Hoy	1930	MD—Spanish	4,000	4	12 x 16"	Middle and upper classes.

LEON

El Centro (U. S. 5)	1932	MD—Spanish	2,500	4	23¾ x 15⅞"	Merchants, farmers.
El Correo	....	MD—Spanish	.....	4	14 x 20"	.....
Evolucion	1931	MD—Spanish	4,800	4	15¼ x 21½"	All classes.

MAZATLAN

El Correo de la Tarde	1885	D—Spanish	5,000	4	20 x 16"	All classes.
El Democrata Simaldoenso (U. S. 5)	1919	MD—Spanish	5,000	4	22 x 16"	All classes.

MERIDA

Diario de Yucatan (U. S. 5)	1918	MD—Spanish	15,000	.....	22½ x 17½"	High and middle classes.
Diario del Sureste (U. S. 6)	1931	MD—Spanish	5,000 R	8	Standard	All classes.

MEXICO CITY

El Dia Espanol (U. S. 6)	1917	ED—Spanish	1,200	6	.....	.....
Excelsior (U. S. 5)	1917	MD—Span. & Eng.	72,879 Sunday 97,470	18	21½ x 18½"	Good class.
El Hombre Libre	1929	MD—Spanish	.....	4	.....	Labor.
El Mundo (The World)	1933	ED—Spanish	.....	.....	.....	Labor.
El Nacional Revolucionario (U. S. 6)	1929	MD—Spanish	45,000	16	.....	Officials.
La Prensa (U. S. 7)	1929	MD—Spanish	62,000	16	15½ x 10¾"	All classes
El Universal (U. S 10)	1916	MD—Span. & Eng.	94,862 Sunday 117,659	16	.....	Good class
Universal Grafico (U. S. 10)	1921	MD&ED—Span.	35,903	20	14½ x 10¼"	General.

MINATITLAN

La Verdad	....	D—Spanish	.....	6	15⅞ x 10⅞"	.....

MONTERREY

El Porvenir (U. S. 5)	1919	MD—Spanish	10,000 R	8	22½ x 17½"	All classes.
El Sol (U. S. 5 & 6)	1922	ED-ExS—Spanish	9,925	6	22½ x 17½"	General.

NOGALES

El Noroeste	1926	ED-exS—Spanish	1,000	6	18 x 24"	General.

NUEVO LAREDO

El Boletin Fronterizo	1930	MD-exS—Spanish	300	4	12 x 18"	General.

PARRAL

El Correo de Parral	1921	ED—Spanish	800 600 R	4	22 x 16"	General.

(*Continued on page 251*)

The ISTHMUS *of* PANAMA

The Isthmus of Panama is a market insulated against economic disasters. Its one great industry is the Panama Canal, its greatest crop is money spent by tourists, ship crews and American sailors who pass in greater and greater numbers each year through its duty-free ports.

✧

The Isthmus of Panama comprises two major markets: the first is made up of five Canal Zone towns, populated by canal employees; ten United States army posts; and two United States naval bases; the second, the two Panamanian cities of Colon and Panama, both contiguous to the Canal Zone.

✧

Those in the United States' employ and service buy largely from Government commissaries. These depots stock leading American advertised products, but since they themselves are forbidden to advertise or to make specific recommendations, the only means of sales development is through advertising placed directly by manufacturers.

✧

Fully 90% of the purchasing power of the Republic of Panama is concentrated in the canal terminal cities of Colon and Panama. For more than a quarter-century these two cities have been influenced by Americans so that their residents follow American customs, buy American goods, are susceptible to the very same influences and appeals in advertising as Americans.

Published each morning in both English and Spanish, the "Panama American" covers completely the Isthmus of Panama market. It is the only newspaper circulating in the territory which does this. Its average net paid circulation is 11,186 copies daily, 13,292 each Sunday (average daily net paid circulation for last three months of 1935), divided between the Pacific and Atlantic sides more or less according to their respective populations.

The "Panama American" is the Isthmus of Panama's most effective advertising medium.

PANAMA AMERICAN

Morning Daily Newspaper of

Panama, Republic of Panama

The "Panama American" is represented abroad exclusively by

Joshua B. Powers, Inc.

220 East 42nd Street, New York — VAnderbilt 3-5537

London Paris Berlin Buenos Aires Rio de Janeiro

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page* 250)

MEXICO—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
PUERTO MEXICO						
io del Istmo..........	1934	MD—Spanish....	3,400	4	12¼ x 17½"...	Middle and upper classes.
SALTILLO						
io del Norte (U. S. 5)..	1928	MD—Spanish....	4,000	4	17½ x 22½".....	General.
SAN LUIS POTOSI						
ion (U. S. 5)...........	1920	MD—Spanish....	3,000	4	15¾ x 23½".....	All classes.
guardia (U. S. 11).....	1927	MD—Spanish....	5,000	4	16 x 23½".......	All classes.
TAMPICO						
Correo (U.S. 5).........	1924	ED-exS—Spanish	1,500 L	4	22½ x 17½".....	All classes.
Mundo (U. S. 5).......	1918	MD—Spanish....	4,000 L	8	22½ x 17½".....	All classes.
TORREON						
Opinion (U. S. 5).......	1917	MD—Spanish....	7,000 X	4–6	16 x 21".........	All classes.
Siglo de Torreon (U. S. 5)	1922	MD—Spanish....	 X	...6–8 D	17½ x 22½".....	All classes.
			Sunday 8,000 X	20–24		
VERA CRUZ						
Dictamen (U. S. 5).....	1933	MD—Spanish....	......	8	22 x 16½".......	Middle classes.
Nacion (U. S. 5).......	1932	MD—Spanish....	3,000	6	18½ x 24".......	Middle classes.
YUCATAN						
io del Sureste (U. S. 6).	1931	DS—Spanish.....	7,500	8	16½ x 20½".....	All classes.

EUROPE

ALBANIA

Name of Paper	Estab.	Issued—Language	Circ. No.	Pgs.	Pg. Size	Appeal
TIRANA						
....	1932	ED—exS–Albanian	2,000	4	14 x 19".........	All classes
eta e Korces..........	1920	MD—exMon. „	2,500	4	14½ x 22½".....	All classes

AUSTRIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BREGENZ						
rarlberger Volksblatt....	1865	ED—German....	5,400 A	8	41 x 28 cm.	Middle classes.
GMUNDEN						
...te Post.............	1914	MD—German....	4,000	8	18 x 24 cm.......	General.
GRAZ						
....	....	....	12,000 A	12	42 x 28 cm.......	General.
...er Volksblatt..........	1896	MD & ED-German	14,000 A	12	42 x 28 cm.......	Middle classes.
Kleine Zeitung...........	1904	MD—German....	36,000 A	12	27 x 21 cm.......	General public.
...post...............	1855	Daily—German..	35,000	20	42 x 28 cm......	Commerce and middle classes.
INNSBRUCK						
...brucker Nachrichten..	1853	MD—German...	20,000 A	12–24	42 x 28 cm.......	Farmers.
...este Zeitung...........	1912	ED—German....	20,000 A	4	42 x 28 cm.......	Middle classes.
...zeitung..............	1892	MD—German...	6,000 A	8 daily	42 x 28 cm.......	General.
KLAGENFURT						
...ntner Tagblatt.......	1888	Daily—German..	7,000 A	8–16	40 x 26½ cm.....	General.
...genfurter Zeitung......	1776	ED—German....	3,000 A	6	28 x 41½ cm.....	General.
LINZ						
...er Volksblatt..........	1868	ED—German....	15,000 A	12	41 x 27 cm.......	General.
...blatt...............	1896	ED-exS.-German	14,000 A	12	40 x 27 cm......	....
...es-Post.............	1865	ED-exMon.-Ger..	30,000	......	41 x 27 cm.......	General.
SALSBURG						
...burger Chronik.......	1864	ED*—German...	5,000 A	10	41 x 28 cm.......	Middle classes.
...burger Volksblatt......	1871	MD*—German...	15,000 A	12–24	42 x 28 cm.......	Farmers and middle class.
VIENNA						
...ierte Kronenzeitung..	1900	MD—German...	255,000 A	16	27 x 20 cm.......	All classes.
...Kleine Volksblatt.....	1929	MD—German...	80,000 A	32	26 x 20 cm.......	Bourgeois.
...ine Volkszeitung.......	1893	MD—German...	190,000 A	16	27 x 20½ cm.....	Skilled workmen.
...Freie Presse (U.S.6)..	1864	Daily-German...	58,900	16–28	43 x 26½ cm.....	Finance,
			Sun. 76,400			commerce, etc.
...Wiener Journal.....	1893	MD—German...	90.000 A	16	43 x 28½ cm. ..	Aristocrats.
...Wiener Tagblatt....	1866	Daily—German..	40/105,000 A	24	42½ x 28 cm.....	Middle classes.
(Neues Wiener Abendblatt)						
...Weltblatt......	1874	ED*—German...	50,000 A	10	35 x 23 cm.......	Middle classes.
...ische Abend-						
...ung..............	1935	ED*—German...	30,000 A	8–10	39 x 27 cm.......	General public.
...post..............	1893	MD*—German...	28,000 A	16	40 x 27½ cm.....	General.
...tagblatt.............	1921	MD-exS*-German	15,000 A	8–12	42½ x 28 cm.....	
...Stunde.............	1923	Daily*-German..	30,000 A	12	40 x 27 cm.......	General.
...r Tag..............	1922	MD*—German...	40,000 A	10	40 x 27 cm.......	Urban.
...ske Noviny.........	1890	MD*—Czech....	10,000 A	8–16	38 x 26 cm.......	Workmen, Czechs.
...e Zeitung..........	1854	MD—German...	70,000 A	12	42 x 27½ cm.....	Middle classes.
...ner Neueste						
Nachrichten...........	1925	MD—German...	50,000 A	24–32	26½ x 40 cm.....	General.
...ener Zeitung...........	1703	MD-exMon. German	10,000 A	16	37 x 24 cm.......	Officials, industrialists.

BELGIUM

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ANTWERP						
...t Van Antwerpen.....	1891	MD&ED-Flemish	128,000 X	16–24	53 x 40 cm.......	All classes.
...t Handelsblad van						
Antwerpen.............	1845	MD—Flemish...	30,000 X	8	57 x 42 cm.......	All classes.
...Matin...............	1894	MD & ED-French	45,000 X	14–36	46 x 33 cm.......	Middle classes.
...Metropole...........	1894	MD—French....	45,000 X	6	49 x 40 cm.......	Business, upper class.
...Morgenpost...........	1921	MD—Flemish....	15,000 X	8–16	54 x 39½ cm.....	Business, industrial
...n................	1904	MD & ED-French	28,000 X	16	52 x 37½ cm.....	Business, financial.
...Nieuwe Gazet.........	1897	ED—Flemish....	50,000 X	12–26	23 x 14¾"......	Middle class.
...Schelde.............	1918	MD—Flemish....	8,000 X	8	52 x 37 cm.	Commercial.
...olksgazet...........	1914	MD & ED-Flemish	50,000 X	8–12	58 x 42 cm.......	Middle classes.
BRUSSELS						
...Derniere Heure........	1906	MD & ED-French	225,000 X	10	57 x 41 cm.......	Middle & lower.
...Gazette..............	1870	MD—French....	40,000 X	8	56 x 40 cm.......	Middle & upper.
...t Laatste Nieuws.......	1887	MD&ED-Flemish	238,997	16	53 x 36½ cm.....	All classes.
...Libre Belgique.........	1884	MD&ED-French	140,000 X	10–12	56 x 41 cm.......	Middle classes.
...Nation Belge..........	1917	MD&ED-French	80,000 X	8–16	55½ x 40½ cm...	All classes.
...Nieuws van den Dag..	1844	MD—Flemish....	80,000 X	8–12	....	Lower and middle classes.
...Nieuwsblad...........	1929	MD—Flemish....	15,000 X	8–12	54 x 39½ cm.....	Merchants, workmen.
...Soir................	1886	ED—French.....	288,589	14	44 x 61 cm.......	All classes.
...Sportsman...........	1900	MD&ED-French	30,000 X	4–6	62 x 44 cm.......	Sportsmen.
...Sportwereld...........	1912	MD—Flemish.....	106,000 X	8	60 x 43½ cm.....	Sportsmen.
...Standaard...........	1914	MD—Flemish....	30,000 X	8	54 x 39½ cm.....	Upper middle.
...Vingtieme Siecle.......	1895	MD & ED-French	6,000 X	10	62 x 42 cm.......	Priests, convents.

BELGIUM—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
CHARLEROI						
Gazette de Charleroi......	1877	MD—French....	60,000 X	10–12	57 x 40½ cm.....	Middle classes.
GHENT						
La Flandre Liberale.......	1874	ED—French.....	20,000 X	10	45 x 57 cm.......	Middle classes
De Tijd..................	1890	MD—Flemish....	5,000 X	8	43 x 60 cm.......	Working class.
Het Volk.................	1890	MD—Flemish....	20.000 X	8	60 x 43 cm.......	Middle classes.
Vooruit..................	1884	MD—Flemish....	60,000 X	10–12	54 x 38 cm.......	All classes.
LIEGE						
L'Express................	1891	MD & ED-French	5,000 X	6–10	57 x 40 cm.......	Middle class.
Gazette de Liege..........	1839	MD & ED-French	54,000 X	8–10	....	Lower middle.
Journal de la Meuse.......	1856	MD & ED-French	80,000 X	8	53½ x 46 cm.....	All classes.
LA LOUVIERE						
La Gazette du Centre.....	1892	ED—French.....	16,000 X	8–10	60 x 43 cm.......	Middle classes.
Les Nouvelles............	1897	ED—French.....	18,000 X	4–8	55 x 40½ cm.....	Middle classes.
MONS						
Le Progres...............	1909	ED-exS-French..	17,500 X	6	55 x 39 cm.......	Middle classes.
NAMUR						
Vers L'Avenir............	1918	ND-exS-French..	28,000 X	12	52 x 37½ cm.....	All classes.

BULGARIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
SOFIA						
Dnevnik..................	1901	ED-exS-Bulgarian	16,000 X	4–6	43 x 63 cm.......	General.
Mir......................	1894	ED-exS-Bulgarian	16,000 X	4	44 x 57 cm.......	General.
				6 Sat.		
Novi Dni.................	1934	MD-exMon. *	25,000 X	12	31 x 46 cm.......	General (Government paper).
Prnitchni Vest (Holidays' News)........	1926	Morning after holidays— *	20,000	2	43 x 61 cm.......	General.
Slovo....................	1922	ED-exS-Bulgarian	7,000 X	4	44 x 55 cm.......	General.
Utro.....................	1910	MD-exMon.* *	85,000 X	6–8	43 x 63 cm.......	General.
Zaria....................	1929	MD-exMon.* *	18,000 X	4–6	43 x 63 cm.......	General.
Zora.....................	1919	MD-exMon.* *	73,000 X	5–8	40 x 54 cm.......	General.

CZECHOSLOVAKIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BRNO (BRUEN)						
Lidove Noviny............	1893	MD ED—Czech..	100,000	16–20	357 x 578 mm....	Educated class.
Moravska Orlice..........	1862	ED—Czech......	12,000	6	280 x 420 mm....	Middle classes.
Moravske Noviny..........	1879	MD—Czech.....	85,000	4-6-16	320 x 225 mm....	All classes.
Moravske Slovo...........	....	MD—Czech.....	30,000	......	....	Socialists.
Morgenpost...............	1865	MD—German....	26,000	8	280 x 210 mm....	All classes.
Narodni Neviny...........	1925	MD—Czech Daily	15,000	......	....	Industrialists.
Revnost..................	1884	MD—Czech.....	15,000	6-8-12	350 x 220 mm....	Workers
Svoboda..................	1919	MD—Czech.....	30,000	6	315 x 225 mm....	Agrarians.
Tagesbote................	1850	ME ED*—Ger...	18,000	18	305 x 480 mm....	Educated.
PRAGUE						
Czech....................	1875	MD—Czech.....	10,000	8	28 x 39 cm.......	Conservative.
Cesko Slovo..............	1907	MD—Czech.....	38.000	18	420 x 280 mm....	Middle class.
Deutsche Landpost........	1919	MD—German...	12,000	8	279 x 120 mm...	Agrarians.
Deutsche Presse..........	1924	MD ED*—Ger...	15,000	......	....	All classes.
Deutsche Zeitung Bohemia.	1928	MD—German...	30,000	16	32½ x 46 cm.....	Industry.
Lid......................	1917	MD—Czech.....	54,000	6	315 x 220 mm....	Catholics.
Lidove Noviny............	1920	MD—Czech.....	25,000	8–16	400 x 265 mm....	Catholics.
Lidovy Denik.............	1919	MD—Czech.....	200,000	6	330 x 225 mm....	Agrarians.
Narod....................	1860	ED—Czech......	80,000	8–60	510 x 360 mm....	Well-to-do.
Narodni Listy............	1860	MD—Czech.....	65,000	8–60	510 x 360 mm....	Well-to-do.
Narodni Osvobozeni.......	1924	MD—Czech.....	90,000	16	32 x 47 cm.......	Intelligentsia.
Narodni Politika.........	1882	MD............	145,000	......	....	All classes.
Neue Morgenpost..........	1908	MD—German...	25,000	6–8	360 x 420 mm....	Tradesmen.
Novy 28 Rijen............	1919	ED—Czech......	18,000	4–6	32 x 48 cm.......	Higher class.
Prager Presse............	1921	MD ED*—Ger...	30,000	12–20	415 x 280 mm....	Commercial.
Prager Tageblatt (U. S. 10)	1875	MD—German...	50,000	18–30	325 x 470 mm....	Middle classes.
			Sun. 70,000			
Prazsky Vecernik.........	1917	MD—Czech.....	12,000	6	315 x 220 mm....	Catholics.
Sozialdemokrat...........	1921	MD—German...	11,800	12	290 x 420 mm....	Social democrats.
Vecer....................	1917	ED—Czech......	45,000	4	466 x 310 mm....	All classes.
Vecerni Ceske Slovo.......	1907	ED—Czech......	208,000	6	420 x 290 mm....	All classes.

DENMARK

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
COPENHAGEN						
B. T.....................	1915	ED—Danish.....	36,065	20	10½ x 15½".....	All classes.
Berlingske Tidende (U. S. 4)	1749	MD ED—Danish.	111,143	20	360 x 150 mm....	General.
			Sun. 171,457			
Dagens Nyheder (U.S.6) ..	1887	MD............	51,287	18	14 x 21".........	Conservatives.
			Sun. 75,261			
Social-Demokraten........	1871	MD—Danish....	66,000	12	341 x 532 mm....	Workers.
Politiken................	1883	MD............	147,000	16	15½ x 22¼".....	All classes.
			Sun. 216,888			

ESTONIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
TALLINN						
Kaja (Echo)..............	1918	ED-exS—Estonian	18,000	8–10	275 x 410 mm....	Conservative farmers.
Paevaleht................	1916	ED—Estonian...	40,000 A	10	395 x 520 mm....	All classes.
Revalsche Zeitung (formerly Revaler Bote)........	1860	ED-exS—German	3,300 A	8–10	385 x 250 mm....	German Nationalists.
Vaba Maa (Free Country).	1918	MD-exS—Estonian	38,000	8–10	330 x 500 mm....	Middle classes.
TARTU						
Postimees................	1857	ED—Estonian...	17,000 Z	6	350 x 500 mm....	All classes.

FINLAND

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
HAMEENLINNA						
Hameen Sanomat..........	1868	MD—Finnish....	8,500	4	55 x 38.5 cm....	All classes.
HEINOLA						
Heinolan Sanomat........	....	...—Finnish....	3,678	......	6 col. x 50 cm.	....
HELSINGFORS (Helsinki)						
Ajan Suunta..............	1932	ED-exS—Finnish	25,000	6	50 x 38.5 cm....	Nationalistic.
Helsingin Sanomat........	1890	MD—Finnish....	69,700	10–28	50 x 38.5 cm....	All classes.
			Sun. 90,150			
Hufvudstadsbladet........	1864	MD—Swedish...	48,065	14	54 x 38.5 cm....	All classes.
			Sun. 56,495	24		
Ilta-Sanomat.............	1932	ED-exS—Finnish	10,000	4	50 x 38.5 cm....	All classes.
Kauppalehti..............	1898	MD-exS—Finnish	......	......	....	Commercial.
Suomen Sosialdemokraatti.	1918	ED—Finnish....	30,000	8	55 x 50 cm......	Workers, farmers.
Svenska Pressen..........	1883	ED—Swedish....	9,658	4	55 x 38½ cm....	Swedish.
Uusi Suomi (U. S. 6)......	1847	MD—Finnish....	58,211	12–28	51 x 38½ cm....	All classes.
KUOPIO						
Savon Sanomat...........	1907	MD—Finnish....	11,000	4	50 x 38½ cm....	Farmers.
OULU (Uleaborg)						
Liitto...................	1907	MD-exMon—Finnish.......	8,000	6–8	58 x 51 cm......	All classes.

(*Continued on page* 252)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 251)

FINLAND—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
PORI (Bjorneborg)						
Satakunnan Kansa	1873	MD—Finnish	13,500	8	335 x 510 mm	All classes.
TAMPERE (Tammerfors)						
Aamulehti	1881	MD—Finnish	30,372	8-16		All classes.
Kansan Lehti	1899	MD—exS—Finnish	18,000		305 x 385 mm	Social Democrats.
TURKU (Abo)						
Abo Underrattelser	1824	MD—Swedish	8,000	6-8	50 x 38½ cm	All classes.
Turunmaa	1922	D—Finnish	9,000	6-8	52 x 38½ cm	Farmers.
Uusi Aura	1880	MD—Finnish	17,000	6-16	54 cm x 6 col	National Coalitionists.
VAASA (Vasa)						
Pohjanmaa Kansa		Finnish	4,800		530 x 371 mm	
Vaasa	1903	ED—Finnish	17,150	8	510 x 392 mm	Middle classes.
Vasabladet	1859	MD*—Swedish		6	41 x 59 cm	Swedish people.
VIIPURI (Viborg)						
Kansan Tyo	1905	ED-exS—Finnish	13,500	8	51 x 40 cm	Social democrats.
Karjala	1904	MD—Finnish	20,000		51 cm x 7 col	

FRANCE

(Prepared especially for Editor & Publisher International Year Book)

Newspaper	Circ.	Line Rates in France: Announces (Classified)	Line Rates in France: Reclames (Display)
ABBEVILLE (Pop. 19,335)			
Pilote	18,500	Frs. 1.50	Frs. 2.00
AGEN (Pop. 24,939)			
Independent	8,000	1.75	2.25
AJACCIO (Pop. 23,917)			
Nouvelle Corse	5,000	0.75	1.50
ALBI (Pop. 29,531)			
Progres	10,000	1.25	1.25
ALTKIRCH (Pop. 3,680)			
Journal (German) (Combination rates with Echos de la Vallee (Munster) and Voix du Rhin (Neuf Brisach).)	9,000	2.40	5.25
AMIENS (Pop. 90,211)			
Progres	75,000	2.50	6.00
ANGERS (Pop. 85,662)			
Petit Courrier	52,000	3.00	5.00
Messager & Republicain	12,000	1.50	2.25
Progres & Aml	20,000	1.50	2.25
ARGENTON (Pop. 5,800)			
Journal (Combination rates with Progres (Chateauroux) and Journal (Isoudun).)	3,000	1.00	1.50
ARRAS (Pop. 29,490)			
Avenir	3,500	1.50	2.00
Courrier	15,000	3.00	5.00
AUCH (Pop. 12,567)			
Republique	11,000	1.00	1.50
AUXERRE (Pop. 22,900)			
Bourguignon	28,747	3.50	7.00
BAYONNE (Pop. 31,727)			
Courrier	8,000	1.50	2.25
Sud Ouest	7,000	1.00	1.75
BEAUNE (Pop. 11,862)			
Journal	6,000	1.50	2.00
BEAUVAIS (Pop. 18,738)			
Republique	30,000	1.00	2.00
BELFORT (Pop. 42,511)			
Frontiere	20,000	2.00	3.00
Republique	35,000	3.00	6.00
BESANCON (Pop. 60,367)			
Petit Comtois	25,000	2.50	4.50
Eclair Comtois	18,000	2.00	4.00
BIARRITZ (Pop. 22,955)			
La Gazette	12,000	1.75	2.50
BLOIS (Pop. 24,607)			
Republicain	8,000	1.50	2.00
Independant	6,000	0.90	1.25
Republique	6,000	0.90	1.25
BORDEAUX (Pop. 252,990)			
France	221,667	9.00	12.00
Liberte	83,000	4.00	6.00
Petite Gironde	305,000	12.00	16.00
BOULOGNE S/MER (Pop. 51,854)			
Telegramme	80,000	3.00	7.00
BOURG (Pop. 23,117)			
Courrier	18,000	2.00	3.00
BOURGES (Pop. 65,067)			
Depeche	45,000	2.00	3.00
Semaine	22,000	3.00	4.50
BREST (Pop. 69,841)			
Courrier	26,200	2.00	5.00
Depeche	75,000	4.00	6.00
BRIVE (Pop. 26,718)			
Republique	6,200	1.00	1.25
CAEN (Pop. 57,528)			
Bonhomme	40,000	2.50	10.00
Journal	15,000	2.00	3.00
CALAIS (Pop. 70,213)			
Petit Calaisien	13,000	1.25	2.00
Phare de Calais	15,000	1.50	2.00
CHALONS S/MARNE (Pop. 32,307)			
Union Republicaine	16,000	2.50	3.50
CHALON S/SAONE (Pop. 34,921)			
Courrier	15,000	1.50	3.00
Progres	20,000	1.50	2.50
Petit Chalonnais (Combination rate with Union (Macon).)	5,000	2.00	2.75
CHARLEVILLE (Pop. 20,868)			
Journal	20,000	2.00	4.00
Petit Ardennais	50,000	3.00	4.00
CHARTRES (Pop. 30,000)			
Depeche	30,000	1.75	2.75
CHATEAUROUX (Pop. 26,707)			
Journal	25,000	2.00	3.00
Progres (Combination rate with Journal (Argenton) and Journal (Isoudun).)	3,000	1.00	1.50
CHATELLERAULT (Pop.17,704)			
Echo	12,000	1.50	2.25
CHAUMONT (Pop. 15,941)			
Petit Haut Marnais	42,000	3.00	5.00
Petit Champenois	22,000	3.00	4.50
CHERBOURG (Pop. 34,461)			
Cherbourg Eclair	25,000	2.00	2.50
Cherbourg Reveil	30,000	2.00	2.50
Depeche	6,200	1.00	1.25
CLAMECY (Pop. 5,434)			
Echo	1,900	1.00	1.50
CLERMONT-FERRAND (Pop. 103,143)			
Avenir	50,000	3.00	5.00
Avenir du Dimanche	35,000	1.85	2.50
Moniteur	41,862	4.50	5.00
Moniteur du Dimanche	30,000	2.00	3.00
La Montagne	50,000	3.00	5.00
COUTANCES (Pop. 6,491)			
Journal	3,000	1.00	1.25
DIEPPE (Pop. 25,117)			
Vigie	18,000	1.50	1.75
DIJON (Pop. 90,860)			
Progres	50,000	3.00	6.00
Bien Public	23,700	2.00	4.00
DOLE (Pop. 18,066)			
Action Jurassienne	7,500	1.50	3.00
Vie Doloise (Combination rate with L'Abeille (Arbois).)	4,750	2.00	4.50
DOMFRONT (Pop. 3,894)			
Publicateur	12,000	1.50	2.00
DUNKERQUE (Pop. 31,763)			
Nord Maritime	15,000	3.00	4.50
EVREUX (Pop. 19,315)			
Journal	10,200	1.00	2.00

FRANCE—Continued

Newspaper	Circ.	Line Rates in France: Announces (Classified)	Line Rates in France: Reclames (Display)
FECAMP (Pop. 17,263)			
Memorial	4,500	0.80	1.25
FOIX (Pop. 6,279)			
Avenir	1,000	0.75	1.00
GRENOBLE (Pop. 98,748)			
Petit Dauphinois	200,000	11.00	18.00
La Depeche			
GUERET (Pop. 7,890)			
Messager	8,200	0.75	1.00
LE HAVRE (Pop. 165,876)			
Echo Liberal	1,200	0.50	0.80
Havre Eclair	20,000	2.50	4.00
Le Petit Havre	43,000	3.50	6.00
Journal du Havre	12,000	3.00	4.50
ISSOUDUN (Pop. 11,893)			
Journal (Combination rates with Journal (Argenton) and Progres (Chateauroux).)	6,000	1.00	1.50
JOIGNT (Pop. 6,671)			
Republicain	3,000	1.00	1.25
LAIGLE (Pop. 5,521)			
Nouvelliste	11,000	1.25	1.75
LAVAL (Pop. 27,792)			
Le Republicain	19,000	1.50	3.00
La Mayenne	1,300	0.75	1.00
LILLE (Pop. 201,568)			
Depeche	125,000	4.00	10.00
Echo du Nord	248,492	7.00	18.00
Reveil	275,392	5.00	12.00
LIMOGES (Pop. 92,577)			
Le Courrier	90,000	5.00	8.00
LOCHES (Pop. 4,761)			
Lochois	10,000	1.50	2.00
LOUVIERS (Pop. 10,345)			
Industriel	6,300	1.00	2.00
LYON (Pop. 579,763)			
Lyon Republicain	200,000	6.00	12.00
Le Nouvelliste & Nouveau Journal	292,000	10.00	18.00
Le Progres	300,000	10.00	20.00
MACON (Pop. 18,496)			
L'Union (Combination rates with Petit Chalonnais (Chalons/Saone.)	32,000	2.00	2.75
LE MANS (Pop. 76,248)			
Echo Regional	55,000	3.00	6.00
La Sarthe & Le Regional	58,000	3.50	6.00
MARSEILLE (Pop. 880,281)			
Petit Marseillais	300,000	10.00	12.00
Petit Provencal	190,000	8.00	10.00
Radical	100,000	2.50	5.00
Soleil	40,000	3.50	5.00
Marseille-Matin (U. S. 6)	125,000		
MENDE (Pop. 6,056)			
Cevenne Republicaine	3,000	1.20	2.00
METZ (Pop. 78,767)			
Libre Lorraine (German)	80,000	1.25	4.00
Messin	45,000	1.50	4.00
Republicain Lorrain (German)	42,725	1.25	5.50
Metzer Katholisches	48,500	1.25	4.00
MONTARGIS (Pop. 12,840)			
Le Gatinais (2 editions)	40,000	2.65	3.50
MONTE CARLO (Pop. 34,800)			
Gazette	12,000	3.50	4.50
MONTLUCON (Pop. 41,052)			
Le Centre	15,000	1.20	2.50
Echo de L'Allier	4,000	1.00	1.75
Journal	3,500	1.00	1.75
Combat Social	4,000	1.00	1.50
MONTPELLIER (Pop. 84,924)			
Eclair	200,000	4.50	7.50
Petit Meridional	200,000	6.00	8.00
MORLAIX (Pop. 14,073)			
Petit Breton		1.50	3.00
MOULINS (Pop. 22,225)			
Courrier	8,000	1.25	2.50
Journal	5,000	0.62	1.25
Progres	25,000	2.00	4.00
Petit Progres	4,500	0.75	1.25
MULHOUSE (Pop. 99,534)			
Mulhauser Tagblatt & France de L'Est (German-French)	50,000	3.00	7.00
Express	8,500	1.25	4.00
MUNSTER (Pop. 4,641)			
Les Echos (Combination rates with Journal (Altkirch) and Voix du Rhin (Neufbrisach).)	3,000	2.40	5.25
NANCY (Pop. 120,578)			
Est Republicain	135,000	6.00	12.00
Eclair de L'Est	72,000	4.00	7.00
Impartial	40,000	3.00	6.00
NANTES (Pop. 187,343)			
Ami de La Verite	20,000		
Express du Dimanche	40,000	3.50	
Express de La Vendee	30,000		6.00
Le Phare	187,343	3.00	6.00
NEUBFISACH (Pop. 2,100)			
Voix du Rhin (Combination rates with Altkirch-Journal and Les Echos à Munster).)	3,000	2.40	5.25
NEVERS (Pop. 31,879)			
Paris Centre	70,000	5.00	6.00
NICE (Pop. 219,549)			
Eclaireur	125,000	7.00	14.00
Eclaireur du Soir	22,000	3.00	6.00
Petit Niois	50,000	5.00	12.00
NIORT (Pop. 25,939)			
Memorial	9,500	1.25	1.50
ORAN (Pop. 150,301)			
Echo	85,000	2.00	4.50
Matin	3,000	2.25	1.50
ORLEANS (Pop. 71,696)			
Republicain	50,000	3.00	4.50
PARIS (Pop. 4,887, 503, including suburbs)			
Morning Newspapers:			
Action Francaise	80,000	10.00	15.00
Auto	450,000	18.00	22.50
Comoedia	60,000	10.00	20.00
Continental Daily Mail (U. S. 6)	30,000	10.00	15.00
Depeche Coloniale	30,000	5.00	7.50
Echo de Paris	450,000	20.00	40.00
Excelsior (U. S. 6)	325,000	16.00	32.00
Figaro	100,000	12.00	18.00
France Militaire	60,000	7.50	15.00
Humanite	260,000	13.00	18.00
Le Jour	240,000	20.00	40.00
Journal	1,300,000	38.00	46.00
Journee Industrielle	60,000	11.00	22.00
Matin	750,000	36.00	48.00
New York Herald	70,000	10.00	22.00
Oeuvre	200,000	12.00	18.00
Petit Journal	375,000	30.00	40.00
Petit Parisien (U. S. 6)	1,650,000	45.00	60.00
Quotidien	100,000	18.00	30.00
Victoire	80,000	5.00	7.50
La Volonte	80,000	12.00	18.00
Populaire	120,000	10.00	22.50
Evening Newspapers:			
La Croix	240,000	15.00	30.00
Information	105,000	12.00	15.00
Intransigeant	1,380,000	14.00	18.00
Journal des Debats	35,000	10.00	18.00
La Liberte	90,000	10.00	18.00
Paris-Midi	115,000	10.00	30.00
Le Temps	120,000	15.00	70.00
Paris-Soir	1,413,200	40.00	60.00
Illustrated and Literary Papers:			
Les Annales (w)	110,000	13.50	
Candide (w)	420,000	15.00	18.00
Dimanche Illustre (w) (U. S. 6)	529,000	30.00	35.00
Gringoire (w)	340,000	15.00	18.00
Illustration (w)	200,000	41.00	61.00
Je Sais Tout (m)	110,000	2,500.00 per page	
Lectures Pour Tous (m)	125,000	18.00	1,800.00 per page
Miroir du Monde (w) (U. S. 6)	105,000	10.00	5,000.00
Ric & Rac (w)	362,000	18.00	12,000.00 per page
Rire (w)	60,000	10.00	2,000.00 per page
Vie Parisienne (w)	88,000	10.00	12.00
Trade and Business Papers:			
Bulletin des Halles (d)	30,000	5.00	15.00
Les Echos (w)	20,000	3,500.00 per page	
Exportateur Francais (bi-m)	35,000	2,500.00 per page	
Journal du Commerce (w)	8,000	580.00 per page	
(w)	30,000	5.00	15.00
Moniteur Officiel du Commerce & de L'Industrie (w)	8,000	580.00 per page	
La Publicite (m)	2,000	600.00 per page	
Reussir (bi-m)	70,000	5,000.00 per page	
Tribune des Voyageurs & Representants de Commerce (m)	37,600	870.00 per page	
Vendre (m)	10,000	2,000.00 per page	
Hotellerie (w)	40,000	5.00	15.00
Industry:			
L'Air (bi-m)	22,000	1,800.00 per page	
Argus de l'Automobile (w)	20,000	5.00	15.00
Batiment (bi-m)	11,000	10.00	20.00
Chimie & Industrie (m)	6,000	7,800.00 per page	
Officiel de l'Automobile, du Cycle, de la Motocyclette	30,000	2,500.00 per page	
Genie Civil (w)	6,000	340.00 per page	
Industrie Chimique (m)	4,500	800.00 per page	
Industrie Electrique (bi-m)		1,800.00 per page	
Industrie Textile (m)	4,000	6,000.00 per page (12 pages minimum)	

(Continued on page 254)

LE PETIT PARISIEN . . .

Greatest of continental European newspapers is LE PETIT PARISIEN, morning daily of Paris. Its circulation of **1,650,000** net paid daily radiates through every city, town and village of the Republic, in Britanny and in Provence, from Flanders to the Pyrenees. Noted for its thorough coverage of domestic affairs and for its outstanding foreign news services, LE PETIT PARISIEN has a substantial, receptive readership among the more intelligent elements of the middle class. Its circulation is nearly equally divided between Paris and its immediate environs, and the provinces.

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Regional newspapers associated with LE PETIT PARISIEN, each one of which is a first-rate advertising medium in its market, are:

"MARSEILLE-MATIN"—morning daily of Marseilles.
"L'OUEST-JOURNAL"—daily of Rennes, Britanny.
"LA HAUTE LOIRE"—daily of Le Puy.
"LA BRIARD"—semi-weekly, circulating south of Paris.

"ORAN-MATIN," "LA PRESSE LIBRE" and "LA DEPECHE DE L'EST" are the three great dailies of Algeria, covering, respectively, Oran, Algiers and Bone.

Also associated with LE PETIT PARISIEN are eight national magazines, three illustrated annuals, and France's leading radio station, Poste Parisien.

LE PETIT PARISIEN

18 rue d'Enghien—Paris

American Bureau—229 West 43d Street—New York City

LE PETIT PARISIEN is represented in the United States by:

Joshua B. Powers, Inc.
220 East 42nd Street, New York
VAnderbilt 3-5537

London **Paris** **Berlin** **Buenos Aires** **Rio de Janeiro**

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 252*)

FRANCE—Continued

Newspapers	Circ.	Line Rates in Francs: Announces (Classified)	Line Rates in Francs: Reclames (Display)
Industrial—Continued:			
PARIS—Continued			
Mines & Carrieres (w).	3,500	400.00 per page	
Omnia (m) (U. S. 6)..	20,000	1,900.00 per page	
Revue Generale de l'Electricite (m)....	5,000	425.00 per page	
Revue Industrielle (m)	8,290	1,125.00 per page	
Revue des Produits Chimiques (bi-m)...	5,500	3,200.00 (6 pages minimum)	
Revue Textile (m)....	5,000	6,000.00 (12 pages minimum)	
Science & Industrie (m)	5,000	2,000.00 per page	
Science & La Vie (m) (U. S. 6)...........	150,000	2,500.00 per page	
Technique Moderne (bi-m)............	14,000	1,100.00 per page	
Usine (w)............	17,100	1,250.00 per page	
Vie Automobile (bi-m)	12,500	1,700.00 per page	
PAU (Pop. 38,962)			
Independant.........	30,000	2.50	3.50
Patriote.............	30,000	2.50	3.50
PERIGUEUX (Pop. 33,988)			
Avenir..............	5,000	1.00	1.50
PERPIGNAN (Pop. 73,962)			
Independant.........	40,000	4.00	10.00
Verite...............	5,000	1.00	2.00
POITIERS (Pop. 41,546)			
Le Dimanche........	8,000	1.50	2.50
PONT AUDEMER (Pop. 5,953)			
Echo Liberal.........	10,000	1.20	2.00
REIMS (Pop. 112,820)			
Eclaireur de l'Est.....	85,000	5.00	8.00
Nord Est............	40,000	3.00	5.00
RENNES (Pop. 88,659)			
Ille & Vilaine.........	......	1.50	3.00
Nouvelliste..........	73,000	4.00	7.00
Ouest Eclair..........	230,000	10.00	20.00
Ouest Journal (U.S. 6)	125,000	8.00	10.00
ROANNE (Pop. 40,502)			
Journal..............	18,000	1.50	2.00
Union...............	24,000	1.25	2.00
LA ROCHELLE (Pop. 45,043)			
Courrier.............	6,000	1.50	2.25
ROCHES/YON (Pop. 15,247)			
Etoile...............	25,000	1.00	1.50
ROUBAIX (Pop. 117,190)			
Journal (U. S. 10).....	111,000	5.00	12.00
ROUEN (Pop. 122,957)			
Journal.............	120,000 }	6.25	13.25
Depeche.............	40,000 }		
SAINT BRIEUC (Pop. 28,320)			
Electeur.............	15,000	1.00	1.50
Moniteur............	10,000	2.00	4.00
SAINT ETIENNE (Pop. 191,000)			
Tribune.............	200,000	10.00	22.00
Memorial............	60,000	7.00	15.00
SAINT LO (Pop. 10,985)			
Messager............	13,000	1.00	2.00
SAINTES (Pop. 20,592)			
Independant.........	6,000	1.50	2.00
SAUMUR (Pop. 16,532)			
Bonhomme..........	4,750	1.00	1.50
SOISSONS (Pop. 18,705)			
Argus...............	13,500	1.50	2.25
STRASBOURG (Pop. 181,465)			
Derniers Nouvelles....	140,000	5.00	12.00
Elsasser Bote........	78,000	3.50	9.00
TARBES (Pop. 32,374)			
Republicain..........	12,000	3.00	4.00
Semeur..............	3,000	0.80	1.00
Semeur du Dimanche..	7,000	0.80	1.00
TOULON (Pop. 133,263)			
Petit Var............	64,650	4.00	5.00
Republique..........	6,000	2.00	2.50
TOULOUSE (Pop. 194,564)			
Depeche.............	230,824	10.00	15.00
TOURS (Pop. 78,585)			
Depeche.............	90,000	3.00	7.00
Touraine............	18,000	2.00	3.00
TROYES (Pop 58,804)			
Petit Troyen.........	30,000	1.50	3.00
Tribune.............	35,000	1.95	3.00
VERDUN (Pop. 16,540)			
Bulletin.............	9,300	1.75	2.50
VICHY (Pop. 22,207)			
Depeche.............	5,000	1.50	2.00
Semaine.............	5,000	1.25	2.00
YVETOT (Pop. 7,132)			
Reveil...............	6,250	0.75	1.00

FREE CITY OF DANZIG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Danziger Neueste Nachrichten..............	1894	ED—German....	38,110	16	460 x 315 mm....	Middle and upper classes.
Danziger Volksstimme.....	1906	ED-*ed—German	18,000	12	46 x 31 cm....	Socialists
Danziger Vorposten.......	1930	ED-exS—German	22,500	14	345 x 515 mm....	All classes.
Zoppoter Zeitung.........	....	ED—German....	2,000	8	31 x 48 cm......	Summer visitors' suburbans.

GERMANY

NOTE: The circulation figures are for the third quarter of 1934 as reported to a government bureau in Germany by the newspapers. These are the latest available figures, representing actual sales.

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
AACHEN						
Aachener Allgemeine Zeitung................	1900	MD—German...	1,100	8	475 x 310 mm....	Industrial, commercial.
Aachener Anzeiger Politisches Tageblatt.........	1878	MD ED—German	6,600	12	350 x 525 mm....	Middle classes.
Aachener Post............	1890	ED—German....	5,900	8	475 x 312 mm....	Better middle classes.
Echo der Gegenwart.......	1818	MD ED—German	9,000	8	480 x 330 mm....	All classes.
Freie Presse..............	1919	ED—German....	......	8	435 x 280 mm....	Working classes.
Der Volksfreund Aachener Generalanzeiger.........	1894	MD—German...	10,500	12	485 x 326 mm....	Business and middle classes.
ALTONA						
Altonaer Tageblatt.........	1871	ED-exS—German	11,800	16	344 x 500 mm....	Middle class.
Altonaer Nachrichten......	1852	ED—German....	10,700	20	344 x 500 mm....	Middle class.
BADEN-BADEN						
Badener Tageblatt.........	1811	ED-exS—German	3,500	8	420 x 282 mm....	All classes.
BAMBERG						
Bamberger Tageblatt......	1834	MD—German...	17,000	16–22	415 x 285 mm....	General.
Bamberger Volksblatt.....	1872	MD—German...	7,500	8–32	420 x 287 mm....	Middle classes.
BECKUM						
Beckumer Zeitung with 5 other editions..........	1842	D—German.....	14,000	16	425 x 279 mm....	Middle classes.
BERLIN						
Berliner Boerson Zeitung...	1855	MD ED—Ger...	25,000	16 D Sun. 30–32	480 x 336 mm....	Financiers.
Berliner "B-Z am Mittag".	1877	MD—German...	80,000	16 D	280 x 414 mm....	All classes.
Berliner Lokal-Anzeiger....	1882	MD ED—Ger...	140,000; 110,000 Sun. (Monday edition "Der Montag")	16 D; Sun. 25–30	286 x 415 mm....	All classes.
Berliner Morgenpost......	1899	MD—German...	330,000	16 D; 25 Sun.	280 x 414 mm....	All classes.
Berliner Nachtausgabe....	1924	ED-exS*—Ger...	160,000	12–16	415 x 286 mm....	Middle class.

GERMANY—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BERLIN—Continued						
Berliner Tageblatt......... (With daily supplement)	1871	MD-exMon.—German.......M	37,000	16D	285 x 415 mm....	All classes.
Deutsch Allgemeine Zeitung	1921	MD ED—German	60,000	10 D	488 x 350 mm....	Conservative political.
Neue Preussische Kreuz-Zeitung...............	1847	MD ED—German	26,000	16 D	280 x 414 mm....	Land owners, imperialists.
BIELEFELD						
Westfaelische Neueste Nachrichten............	1900	MD—German...	16,650	20	413 x 279 mm....	Middle class.
Westfalische Zeitung......	1811	MD—German...	14,800	16	420 x 296 mm....	Commercial.
BOCHUM						
Bochumer Anzeiger und General Anzeiger.......	1893	D-exS.-German..	21,400	16	434 x 310 mm....	All classes.
BRAUNSCHWEIG						
Braunschweiger Allgemeiner Anzeiger...............	1886	ED—German.	27,500	24	425 x 282 mm....	Middle class.
Braunschweiger Neueste Nachrichten...........	1896	ED—German....	23,000	32	425 x 282 mm....	Middle class.
Braunschweigische Landeszeitung................	1879	MD—German...	10,650	24	425 x 282 mm....	Middle class.
BREMEN						
Bremen Nachrichten......	1743	MD—German...	48,200	12	326 x 480 mm....	All circles.
Bremer Zeitung..........	....	D—German.....	30,000	......	520 x 359 mm....	....
BREMENHAVEN						
Nordwestdeutsche Zeitung.	1894	ED—German....	19,000	15	465 x 320 mm....	All classes.
BRESLAU						
Breslauer Neueste Nachrichten...............	1888	D—German.....	......	......	470 x 324 mm....	All classes.
Breslauer Zeitung.........	1820	MD ED-exS—German.......	5,300	28	415 x 279 mm....	Middle class.
Schlesische Volkszeitung...	1860	D—German.....	19,500	30	300 x 410 mm....	Catholic.
Schlesische Zeitung........	1733	MD ED-exS—German.......	23,300	32	410 x 295 mm.... 423 x 279 mm....	Industry, officials farmers.
BUNDE (i. W.)						
Bunder Generalanzeiger....	1885	ED—German....	1,900	4	435 x 288 mm....	All classes.
BUNZLAU						
Bunzlauer Stadblatt.......	....	D—German.....	9,150	......	425 x 282 mm....	....
CELLE						
Cellesche Zeitung and Anzeiger...............	1817	ED*—German...	8,600	10	420 x 270 mm....	All.
CHEMNITZ						
Allgemeine Zeitung........	1898	ED-exS—German	28,500	24	295 x 445 mm....	All classes.
Chemnitzer Neueste Nachrichten................	1889	ED-exS—German	60,000	18	302 x 430 mm....	Industrial.
Chemnitzer Tageblatt.....	1847	MD—German...	18,300	24	302 x 460 mm....	All classes.
COBLENZ						
Coblenzer General-Anzeiger	1880	MD-exS—German	18,300	20	475 x 312 mm....	All classes.
Coblenzer Volkszeitung....	1872	MD-exS—German	11,900	16	320 x 470 mm....	All classes.
COESFELD (i. W.)						
Allgemeine Zeitung........	1834	D—German.....	5,250	8	480 x 335 mm....	All classes.
COLOGNE						
Koelnische Volkszeitung...	1860	MD ED—German	13,600	4	533 x 375 mm....	Catholic.
Koelnische Zeitung (U. S. 6)	1800	MD ED—German	80,500	12	430 x 279 mm....	Wealthy.
CORBACH						
Waldeckische Landeszeitung	....	D—German.....	4,550	......	430 x 295 mm....	....
CUXHAVEN						
Cuxhavener Zeitung.......	1900	D-exS—German..	4,500	8	329 x 483 mm....	Middle class.
DARMSTADT						
Darmstadter Tageblatt....	1737	MD—German...	17,700	20	420 x 280 mm....	Middle class.
DESSAU						
Anhalter Anzeiger........	....	D—German.....	13,100	......	415 x 279 mm....	....
DIEPHOLZ						
Diepholzer Kreiszeitung....	....	MD—German...	4,700	......	442 x 295 mm....	Rural.
DORTMUND						
Dortmunder Zeitung......	1828	MD ED—German	20,250	20	311 x 470 mm....	Better class.
General Anzeiger fur Dortmund.............	1887	ED—German....	......	12	460 x 350 mm....	All class.
DRESDEN						
Dresdner Anzeiger........	1730	MD ED—German	49,200	24	286 x 450 mm....	Industrial.
Dresdner Nachrichten.....	1856	MD ED—German	30,050	24	280 x 435 mm....	Industrial.
Dresdner Neueste Nachrichten............	1893	ED-exS—German	86,150	20	326 x 464 mm....	Industrial.
Elbtal Abendpost.........	....	ED—German....	1,600	12	280 x 430 mm....	All classes.
Saechische Staatszeitung...	1846	ED-exS—German	......	8	270 x 410 mm....	Officials.
Saechsische Volkszeitung...	1902	ED-exS—German	4,600	12	275 x 420 mm....	Catholic
DUISBURG						
Duisburger General Anzeiger	1881	MD ED—German	27,650	20	440 x 302 mm....	Industrial and commercial.
Niederrheinische Nachrichten............	1909	AD—German....	3,500	10	340 x 470 mm....	Middle class.
Rhein- und Ruhrzeitung...	1848	MD ED—German	12,250	12	500 x 345 mm....	Middle & better.
DUSSELDORF						
Duesseldorfer Nachrichten.	1876	MD ED—German	62,700	32	295 x 420 mm....	All classes.
"Volksparole," including Duesseldorfer Stadt Anzeiger, among others....	1926	MD—German...	161,850	18	530 x 375 mm....	Middle class.
Duesseldorfer Tageblatt...	1867	MD—German...	25,500	15	460 x 305 mm....	Catholic.
Der Mittag..............	1920	ED—German....	......	14	480 x 349 mm....	Sportsmen and society.
DUREN						
Durener Zeitung..........	1872	MD—German...	7,900	16	490 x 340 mm....	All classes.
EISENACH						
Eisenacher Tagespost.....	....	D—German.....	11,100	......	510 x 362 mm....	....
Eisenacher Volkszeitung...	....	D—German.....	9,600	......	500 x 317 mm....	....
Eisenacher Zeitung........	....	D—German.....	......	......	420 x 280 mm....	....
EISLEBEN						
Eisleber Zeitung..........	....	D—German.....	7,600	......	420 x 280 mm....	....
ELBING						
Elbinger Zeitung.........	1787	MD-exS—German	26,000	12	457 x 32 mm.....	All classes.

(*Continued on page 255*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 254*)

GERMANY—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
EMDEN						
[illegible] Zeitung	1876	ED—German	3,650	6	495 x 373 mm	Middle classes.
[illegible]sche Tages-Zeitung	1812	ED—German	13,800	8	410 x 279 mm	All classes.
[illegible]-Ems-Zeitung	1900	ED—German	5,250	6-12	510 x 373 mm	All classes.
ERFURT						
[illegible]sche Zeitung	1919	D—German	.....	14	420 x 280 mm	Nationalistic.
Thüringer Allgemeine Zeitung	1849	D*—German	25,000	12-36	440 x 287 mm	.....
ESSEN						
Essener Allgemeine Zeitung	1875	MD ED—German	39,450	20	455 x 326 mm	Middle and better classes.
Essener Anzeiger	1904	MD—German	34,150	20	420 x 280 mm	All classes.
Essener Volkszeitung	1868	MD—German	29,500	16	470 x 326 mm	Catholic.
[illegible]sch Westfälische	1738	MD ED—German	23,900	5	510 x 373 mm	Better classes.
ESSLINGEN (a. N.)						
[illegible]ger Zeitung	1868	ED-exS—German	.....	8	420 x 287 mm	All classes.
FLENSBURG						
Flensburg Avis	1868	ED—exS—German & Danish	6,700	14	330 x 500 mm	Danish speaking.
Flensburger General Anzeiger	1870	ED-exS—German	.....	12	373 x 500 mm	Middle class.
Flensburger Nachrichten	1864	D-exS—German	.....	16	373 x 500 mm	General middle class.
FRANKFORT-ON-MAIN						
Frankfurter Zeitung & Handelsblatt	1856	MD ED—German	61,500	9-10	530 x 350 mm	Upper and middle classes.
Frankfurter General Anzeiger	1876	MD-exS—German	97,050	12-48	474 x 331 mm	Middle class.
Rhein-Mainsche Volkszeitung	1870	MD-exS—German	7,700	8-12	488 x 316 mm	Catholics.
FREIBURG						
Freiburger Anzeiger und Tageblatt	1848	ED-exS—German	9,250	24	280 x 410 mm	All classes.
FREIBURG (i. BR.)						
Freiburger Zeitung	1784	German	18,350	20	425 x 280 mm	Middle class.
FREITAL						
Freitaler Tageblatt-Glückauf	....	ED—German	6,050	16	285 x 430 mm	All classes.
FRIEDRICHSHAFEN (a.B.)						
[illegible]blatt	1843	D-exS—German	3,300	8-10	418 x 281 mm	All classes.
FULDA						
Fuldaer Zeitung	1874	MD-exS—German	11,300	15-20	506 x 296 mm	All classes.
GELSENKIRSCHEN-BUER						
Gelsenkirchener Zeitung	1865	MD—German	12,300	16	337 x 500 mm	All classes.
National-Zeitung Gelsenkirchen-Buer	....	D—German	13,950	.....	470 x 346 mm	All classes.
GERA						
Gera Zeitung	1795	D*—German	16,600	12	465 x 320 mm	.....
GIESSEN						
Gießener Anzeiger	1750	D-exS*—German	10,100	14	430 x 286 mm	Middle classes.
GLEIWITZ						
Oberschlesische Volkstimme	1874	D*—German	19,150	12	440 x 296 mm	Catholic.
Der Oberschlesische Wanderer	1828	D*—German	18,800	24	440 x 302 mm	All classes.
GOEPPINGEN						
Der Hohenstaufen	1863	D-exS—German	8,550	10-12	495 x 330 mm	Middle class.
GOETTINGEN						
Göttinger Tageblatt	1888	ED—German	13,250	12-14	280 x 420 mm	Well-situated.
Göttinger Zeitung	1863	ED—German	5,300	.....	420 x 283 mm	Middle and upper.
GORLITZ						
Neue Görlitzer Anzeiger	1877	D-exS—German	13,600	24	430 x 293 mm	All classes.
HAGEN (i. W.)						
Hagener Zeitung	1814	ED—German	15,500	16	460 x 328 mm	All classes.
Westdeutsche Volkszeitung	1892	MD—German	.....	12	450 x 330 mm	Industrial.
HALBERSTADT						
Halberstadter Zeitung	....	D—German	11,500	.....	410 x 280 mm	.....
HALLE (a.d. S.)						
[illegible]sche Nachrichten	....	D-exS—German	.....	14	455 x 326 mm	.....
[illegible]-Zeitung	....	D—German	.....	.....	420 x 285 mm	.....
HAMBURG						
[illegible] U. K. am Mittag (Midday edition of "Hamburger Nachrichten")	1919	ND—German	7,000	8	420 x 280 mm	General.
Hamburger Anzeiger merged with Neue Hamburger Zeitung	1887	ED—German	124,150	18-32	380 x 560 mm	Middle class.
Hamburger Fremdenblatt (U. S. 6)	1828	MD ED—German	95,350	24-36	513 x 373 mm	.....
Hamburger Nachrichten	1792	MD ED—German	42,000	14-20	520 x 376 mm	.....
HAMELN						
[illegible]- & Weserzeitung	1843	ED—German	8,600	12	42 x 28 cm	Well-situated.
HAMM (i. W.)						
Westfälischer Anzeiger	1822	MD-exS—German	10,400	16	470 x 340 mm	All classes.
Westfälischer Kurier	1872	MD—German	16,450	14	480 x 326 mm	All classes.
HANNOVER						
Hannoversche Landeszeitung	1866	ED—German	2,700	12-16	430 x 286 mm	Middle classes.
Hannoverscher Anzeiger	1892	ED—German	64,800	20	430 x 307 mm	Well-to-do.
Hannoverscher Kurier	1849	MD—German	20,000	20	420 x 286 mm	Wealthy and intellectual.
[illegible]noversches Tageblatt	1851	MD—German	33,200	24	425 x 307 mm	Well-to-do.

GERMANY—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
HARBURG						
Harburger Anzeigen und Nachrichten (Kreisblatt)	1844	ED—German	14,250	10	290 x 410 mm	All classes.
HEIDELBERG						
Heidelberger Tageblatt	1882	ED-exS—German	8,200	14-16	420 x 287 mm	Middle classes
HEIDENHEIM						
Der Grenzbote	1846	ED-exS—German	8,400	8	46 x 31 cm	Middle class.
KARLSRUHE						
Badische Presse	1884	D-exS—German	21,200	22	440 x 296 mm	All classes.
Karlsruher Tagblatt	1803	D—German	8,800	18	287 x 420 mm	Trade & commerce.
KASSEL						
Kasseler Neueste Nachrichten	1910	MD-exS—German	.....	16-25	465 x 310 mm	All classes.
Kasseler Post	....	MD—German	21,000	.....	310 x 480 mm	All classes.
KIEL						
Kieler Neueste Nachrichten	1894	D-exMon—German	59,000	20-40	285 x 420 mm	Better class.
Kieler Zeitung & Handelsblatt	1864	MD*—German	4,200	24-32	285 x 420 mm	Better class.
KONIGSBERG						
Konigsberger Allgemeine Zeitung	1875	ED MD—German	41,200	12	434 x 302 mm	Family paper.
Konigsberger Tageblatt	1897	MD-exMon—German	27,200	8-12	434 x 302 mm	Middle classes.
KONSTANTZ (a.B.)						
Deutsche Bodensee Zeitung	1873	D-exS—German	9,000	12-16	420 x 280 mm	Middle classes.
KREUZNACH						
Offentlicher Anzeiger fur den Kreis Kreusnach und umliegende Gebiete	1848	MD—German	10,000	8-10	430 x 271 mm	All classes.
LEIPZIG						
Abendpost (U. S. 6)	....	D—German	14,900	.....	444 x 296 mm	.....
Leipziger Neueste Nachrichten (U. S. 6)	1892	D—German	139,300	100	444 x 296 mm	.....
Neue Leipziger Zeitung	1806	D—German	.....	16	420 x 300 mm	.....
LIEGNITZ						
Liegnitzer Tageblatt	1836	D-exS—German	22,800	24	420 x 290 mm	All classes.
LUBECK						
Luebecker General-Anzeiger	1831	MD-exMon—German	33,350	20-32	282 x 430 mm	All classes.
Luebecker Volksbote	1893	D-exMon—German	11,570	16	382 x 424 mm	Laborers.
LUDENSCHEID						
Ludenscheider General-Anzeiger	1854	MD-exS—German	8,150	12	425 x 280 mm	All classes.
LUDWIGSBURG						
Ludwigsburger Zeitung	1818	ED-exS—German	9,600	12	420 x 296 mm	All classes.
LUDWIGSHAFEN/RHEIN						
General-Anzeiger	1874	MD-exS—German	12,050	12	456 x 279 mm	Good middle classes.
Pfalzische Rundschau	1899	D—German	16,250	16	456 x 279 mm	Middle and best classes.
LUENEBURG						
Lueneburgische Anzeigen	1814	ED—German	4,850	12	420 x 280 mm	All classes.
MAGDEBURG						
Magdeburger General-Anzeiger	....	D—German	55,100	.....	470 x 349 mm	.....
Madgeburger Tageszeitung	....	D—German	6,900	.....	410 x 280 mm	.....
Magdeburgische Zeitung	1485	D—German	2,150	20	424 x 279 mm	.....
MAINZ/RHEIN						
Mainzer Anzeiger	1850	D-exS—German	38,800	25-40	460 x 315 mm	Middle Classes.
Mainzer Journal	1848	MD-exS—German	7,150	16-32	500 x 320 mm	Roman Catholic.
MANNHEIM						
Mannheimer Tageblatt	1867	D—German	10,000	6	585 x 410 mm	Trade and Commerce.
MEISSEN						
Meissner Tageblatt	1802	ED-exS—German	10,950	12	282 x 425 mm	All classes.
MERSEBURG						
Merseburger Korrespondent	....	D—German	9,810	.....	445 x 310 mm	.....
Merseburger Tageblatt	....	D*—German	.....	.....	420 x 280 mm	.....
MUELHEIM-RUHR						
Mulheimer Zeitung	1872	MD*—German	13,720	12	480 x 336 mm	All classes.
MUHLHAUSEN						
Muhlhauser Anzeiger	....	D—German	10,530	.....	420 x 275 mm	.....
MUNICH						
Bayerische Zeitung	1892	MD—German	26,500	6-12	455 x 326 mm	Better middle classes.
Muenchner Neueste Nachrichten	1848	MD—German	.....	24-30	365 x 260 mm	General.
Muenchner Zeitung	1892	MD—German	70,200	16-32	455 x 320 mm	Better middle.
Neue Freie Volkszeitung	1872	MD—German	13,800	14-16	410 x 279 mm	General.
Neues Muenchner Tagblatt	1877	MD—German	9,500	8-16	465 x 296 mm	Catholic classes.
Telegrammzeitung und Sporttelegraf	1922	ED—German	9,600	6	450 x 288 mm	Commerce, industry and sporting circles.
MUNSTER i W						
Muensterischer Anzeiger	1852	MD & ED-German	29,400	8	510 x 371 mm	Catholic.
Munstersche Zeitung	1871	ED—German	19,450	14	435 x 282 mm	All classes.
Westfalische Landeszeitung-Dortmund	1919	ED—German	149,000	12	460 x 350 mm	Better classes.
NAUMBURG						
Naunburger Tageblatt	....	D—German	8,750	.....	435 x 296 mm	
NEUGERSDORF						
Oberlausitzer Dorfzeitung und Tageblatt	1856	ED-exS.-German	10,600	16	280 x 420 mm	All classes.

(*Continued on page 256*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 255*)

GERMANY—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
NEUMUENSTER						
Holsteinischer Courier	1871	ED—German	10,250	14	425 x 279 mm.	Middle class.
NEUSTADT HAARDT						
Pfalzischer Kurier Gesamtausgabe	1858	D-exS.-German	7,500	12	415 x 279 mm.	Business and middle classes.
NORDHAUSEN						
Nordhauser Zeitung and Generalanzeiger	....	D—German	12,300	.....	295 x 465 mm.	.....
NUREMBERG						
Fraenkischer Kurier	1833	MD—German	27,700	16-32	444 x 326 mm.	Better middle classes.
Nuernberger Zeitung	1804	MD—German	53,600	16-30	420 x 284 mm.	General.
OELDE i. W.						
Die Glocke, including Beckumer Volkszeitung, Guterslohrer Volkszeitung, Warendorfer Tageblatt, Wiedenbrucker Zeitung	1880	MD-exS.-German	14,650	16	425 x 279 mm.	All classes.
BAD OEYNHAUSEN						
Bad Oeynhausener Anzeiger und Tageblatt	1878	D*—German	6,000	11	425 x 295 mm.	All classes.
OFFENBACH-MAIN						
Offenbacher Zeitung	1773	D-exS.*-German	8,000	12	440 x 310 mm.	Households, middle class.
OLDENBURG						
Nachrichten fur Stadt und Land	1866	MD*—German	15,900	14	412 x 279 mm.	All circles.
Oldenburgische Staats-zeitung	1919	MD*—German	20,200	10-12	420 x 279 mm.	Merchants, officials, farmers.
OSNABRUECK						
Osnabruecker Tageblatt	1884	MD—German	19,600	.....	450 x 296 mm.	All classes.
Osnabruecker Volkszeitung	1868	D—German	16,350	12	290 x 441 mm.	All classes.
Osnabruecker Zeitung	1766	MD—German	.....	9-10	430 x 296 mm.	Well-situated classes.
PADERBORN						
Westfalisches Volksblatt	1848	MD—German	16,800	14	422 x 279 mm.	All classes.
PFORZHEIM						
Pforzheimer Anzeiger	1872	D-exS.-German	29,000	18-20	469 x 279 mm.	All classes.
PIRMASENS						
Pirmasenser Zeitung	....	D-exS.-German	9,250	16	425 x 279 mm.	Good middle class
PIRNA						
Pirnaer Anzeiger	1809	ED-exS.-German	11,000	14	425 x 281 mm.	Commercial and social.
PLAUEN i. VOGTLAND						
Neue Vogtlaendische Zeitung	1898	ED-exS.-German	26,000	18	296 x 420 mm.	Commercial and family paper.
Vogtlaendischer Anzeiger und Tageblatt	1887	ED-exS.-*German	20,100	22	296 x 420 mm.	Commercial and middle class.
QUEDLINBURG						
Quedlinburger Kreisblatt	....	D—German	8,700	.....	429 x 288 mm.	.....
RECKLINGHAUSEN						
Recklinghauser Zeitung	....	MD-exS.-German	10,000	.....	490 x 326 mm.	All classes.
REGENSBURG						
Regensburger Anzeiger	1849	MD—German	.....	18	425 x 307 mm.	Better middle class.
REICHENBACH i. VOGTLAND						
Reichenbacher Tageblatt und Anzeiger	1833	ED-exS.-German	7,350	18	270 x 425 mm.	All classes.
REUTLINGEN						
Reutlinger General-Anzeiger	1887	D-exS.*-German	8,500	72	458 x 326 mm.	All classes.
ROSTOCK						
Rostocker Anzeiger	1879	ED-exS.*-German	40,200	16	315 x 455 mm.	Better class.
SAALFELD						
Saalfelder Kreisblatt	....	D—German	6,300	.....	420 x 282 mm.	.....
SAGAN						
Niederschlesischer Allgemeiner Anzeiger	1796	D-exS—German	8,200	24	432 x 279 mm.	All classes.
SALZWEDEL						
Salzwedel-Gardelager Zeitung	....	D—German	5,350	.....	285 x 410 mm.	.....
SANGERHAUSEN						
Generalanzeiger fur Harz und Thuringen	....	D—German	7,750	.....	417 x 280 mm.	.....
Sangerhauser Kreiszeitung	....	D—German	2,900	.....	284 x 415 mm.	.....
SCHOENEBECK						
Schoenebecker Zeitung	....	D—German	5,800	.....	420 x 279 mm.	.....
STENDAL						
Der Altmarker	....	D—German	17,000	.....	294 x 420 mm.	.....
STUTTGART						
Schwaebischer Merkur	1785	D-exS—German	12,300	.....	412 x 288 mm.	All classes.
Stuttgarter Neues Tagblatt	1843	D-exS—German	39,550	20	490 x 326 mm.	Business and middle classes.
Suddeutsche Zeitung	1913	D-exS—German	.....	16	420 x 295 mm.	Industry, middle class.
THALE A HARZ						
Ulmer Tageblatt	1752	D-exS—German	21,350	.....	420 x 280 mm.	.....
TILSIT						
Tilsiter Allgemeine Zeitung	1881	ED-exS—Ger.	6,950	8-12	468 x 326 mm.	Middle classes.
TRIER						
Trierische Landeszeitung	1874	MD-exS—Ger.	13,450	10	517 x 380 mm.	All classes.
Trierischer Volksfreund	1875	MD-exS—Ger.	13,750	10	533 x 374 mm.	All classes.
WALDENBURG						
Neues Tageblatt	1911	D-exS—German	19,000	24	430 x 285 mm.	Middle and upper classes.
WEIMAR						
Allgemeine Thuringische-Landeszeitung Deutschland	....	D—German	15,600	.....	450 x 321 mm.	.....
WEISSENFELS						
Weisenfelser Tageblatt	....	D—German	7,550	.....	435 x 595 mm.	.....
WILHELMSHAVEN						
Wilhelmshavener Zeitung	....	MD*—German	9,800	.....	415 x 279 mm.	General.
WUERZBURG						
Wuerzburger General-Anzeiger	1883	MD—German	36,350	12-32	450 x 315 mm.	Middle classes.
WUPPERTAL						
General Anzeiger	1864	D-exS—German	51,500	9	420 x 296 mm.	Commercial and middle classes.
Stadt Anzeiger Wuppertal	1879	D—German	8,300	24	420 x 285 mm.	All classes.
ZWICKAU						
Zwickauer Tageblatt und Anzeiger	1860	ED-exS—Ger.	34,600	16	279 x 445 mm.	All classes.

GIBRALTAR

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
El Anunciador	1885	ED-exS—Spanish	1,000 X	4	22½ x 15½"	General.
El Calpense	1868	ED-exS—Spanish	900 X	4	25 x 16½"	General.
The Gibraltar Chronicle & Official Gazette	1801	ED-exS*—Eng.	800 X	4	20 x 15"	General.

GREECE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ATHENS						
Akropolis	1881	MD—Greek	59,000 X	4-6	17 x 24¾"	Middle class.
Anexartetos (Independent)	1934	MD—Greek	26,000 X	4-6	17¾ x 27½"	Middle class.
Athenaika Nea (Athens News)	1931	ED—Greek	13,000 X	4-6	17 x 23"	Middle class.
Elefthron Vema (Free Tribune) (U. S. 20)	1922	MD—Greek	31,000 X	4-6	17¾ x 27¾"	Middle class.
Ellenikon Mellon (Greek Future)	1933	MD—Greek	51,000 X	4-6	17 x 24¾"	Middle & lower classes.
Ephimeris ton Ellinon (Journal of the Greeks)	1935	MD—Greek	21,000 X	4-6	18½ x 25"	Middle class.
Estia (The Hearth) (U. S. 20)	1876	ED—Greek	15,000 X	4-6	17 x 23"	Intellectual, commercial, middle class.
Ethnos (Nation)	1919	ED—Greek	39,000 X	4-6	17 x 23¼"	Intellectual, commercial, middle class.
Kathimerini (The Daily)	1918	MD—Greek	20,000 X	4-6	17 x 23¾"	Intellectual, commercial, middle class.
Le Messager d'Athenes (U. S. 20)	1875	MD—French	1,000 X	4	15⅝ x 22¾"	Intellectual and foreigners.
Neos Kosmos (New World)	1934	MD—Greek	24,500 X	4-6	17 x 23¼"	Middle & lower classes.
Patris (Fatherland)	1895	MD—Greek	15,500 X	4-6	17 x 23½"	Middle class.
Proia (Morning)	1925	MD—Greek	31,000 X	4-6	18½ x 24¾"	Intellectual, commercial, middle class.
Typos (The Press)	1935	ED—Greek	21,000 X	4-6	17 x 25"	Middle & lower classes.
Vradyni (Evening)	1925	ED—Greek	38,500 X	4-6	17 x 24¾"	Middle class.
JANNINA						
Epiroticos Agon	....	MD—Greek	1,000 X	4-6	13½ x 20½"	All classes.
KALAMATA						
Laiki Phoni	1931	MD—Greek	600 X	4	13 x 19"	All classes.
Messinia	1929	MD—Greek	700 X	4	13¼ x 20½"	All classes.
Tharros	1899	MD—Greek	800 X	4	13½ x 20½"	All classes.
KAVALLA						
Eleftheros Kyrix	1926	MD—Greek	1,700	4	3½ x 19½"	All classes.
Tachydromos	1931	MD—Greek	1,200	4	13½ x 19½"	All classes.
Tachydromos (Postman)	1925	MD—Greek	3,100	2	14½ x 21¾"	Lower classes.
PATRAS						
Neologos (U. S. 20)	1893	MD—Greek	8,000	4-6	15 x 22¾"	All classes.
Apogevmatini	1921	ED—Greek	800	4	9½ x 15½"	All classes.
Tahydromos	1934	MD—Greek	2,000	4	15 x 22¾"	All classes.
Telegraphos	1917	MD—Greek	4,000	4	15 x 22⅞"	All classes.
PIRAEUS						
Chronographos (Chronicle)	1897	MD—Greek	.....	4	15½ x 22—"	Middle classes.
Simaea (Flag)	1918	ED—Greek	.....	4	15½ x 22—"	Middle classes.
Sphaera (Globe)	1880	MD—Greek	.....	4	15½ x 22—"	Business men.
Tharros (Courage)	1913	ED—Greek	.....	4	15½ x 22—"	Middle classes.
PYRGOS						
Nea Himera	1934	MD—Greek	2,000 X	4	13¼ x 20¾"	All classes.
Patris	1902	MD—Greek	2,000 X	4	13½ x 20¾"	All classes.
SALONIKA						
Apoghevmatini	1933	ED—Greek	4,000	4-6	15½ x 22"	All classes.
Axion	1929	MD—Judeo-Spa.	5,000	4-6	16 x 22½"	Jewish.
Efimeriston Valkanion	1918	MD—Greek	3,500 X	4	23½ x 17¼"	Laborers.
Independent	1887	ED—French	5,000 X	.....	21 x 14½"	Jewish.
Makedonia	1908	MD—Greek	22,000 X	4-8	23½ x 18½"	All classes.
Nea Alithia	1903	ED—Greek	8,000	4-6	23½ x 17¼"	Urban population.
Nea Hellas	1935	MD—Greek	6,500 X	6-8	16 x 24"	All classes.
Orison	1927	MD—Armenian	2,000 X	4-6	15½ x 22"	Armenians.
Phos (U. S. 20)	1914	MD—Greek	20,000	4-6	24½ x 17¼"	All classes.
La Prensa	1933	MD—Judeo-Spa.	4,500	4-6	17 x 23½"	Jewish.
Progres	1924	MD—French	6,000	4	22 x 15½"	High & middle class Jews.
Tachydromos	1920	MD—Greek	3,500 X	4-6	17 x 24"	All classes.
El Tiempo	1908	MD—Judeo-Spa.	5,000	4	22 x 16½"	Middle class Jews.

(*Continued on page 257*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page* 256)

GREECE—Continued

SALONIKA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Salonique	1933	MD—French	3,000 X	4-6	15½ x 22"	Jews and foreign colony.

VOLO

Ennia	1925	MD—Greek	4,500 A	4	13 x 20¾"	All classes.
Thessalia (U. S. 20)	1896	MD—Greek	8,000 X	4-6	12½ x 17¼"	All classes.

HUNGARY

BEKESCSABA

Békésmegyei Koslony	1874	ED-exS.-Hungar.	2,000	4-6	26 x 36 cm.	Middle class.
Tanyaridek	1920	MD-exM.°-Hun.	5,000	6-12	29 x 42 cm.	Farmers, mid. class

BUDAPEST

Az Est (U. S. 10) (U. S. 19)	1910	ED-exS.°-Hun.	160,000	16-20	22.4 x 36 cm.	All classes.
Budapesti Hirlap	1881	D-exM.-Hungar.	35,000	16-32	26.8 x 41 cm.	Intellectuals; landowners.
Esti Kurir	1923	ED-exS.-Hung.	.....	12-16	28 x 41 cm.	Professionals, dealers.
Friss Ujsag	1894	MD-exM.-Hung.	80,000 Z	8-16	24 x 36 cm.	Laborers.
Fuggetlenseg	1933	MD-exM.-Hung.	200,000	10	28 x 41 cm.	All classes.
Magyar Hirlap	1903	MD-exM.-Hung.	47,000	12-14	28 x 41 cm.	Business.
Magyarsag	1921	D—exMon.—Hungarian	50,000	16-48	28 x 41.1 cm.	General.
Magyarorszag (U. S. 10) (U. S. 19)	1893	ED—exS°—Hungarian	90,000	20-24	22.4 x 35 cm.	All classes.
Nemzeti Ujsag	1919	D—exMon.—Hungarian	45,000	16-24	28 x 41 cm.	Middle class.
Nepszava	1872	D—exMon.—Hungarian	70,000	12-24	23.4 x 35 cm.	All classes.
Orszi Ujsag	1915	ED-Hungarian	44,000	12-16	26 x 41 cm.	All classes.
Pester Lloyd	1853	D—exMon.—Ger.	26,000	8-16	25½ x 42 cm.	German speaking.
Pesti Hirlap	1878	D—exMon.—Hungarian	120,000	24-32	24 x 36 cm.	All classes.
Pesti Naplo (U. S. 10) (U. S. 19)	1849	D—exMon.—Hungarian	120,000	24-72	22.8 x 35½ cm.	All classes.
Uj Barasda	1919	MD—exMon.—Hungarian-Summer Winter	15,000 30,000	6	29 x 42½ cm.	Landowners, small farmers.
Uj Lap	1901	ED—exS.—Hungarian	20,000	6-8	32 x 50 cm.	Labor class.
Uj Magyarsag	1934	MD—exMon.—Hungarian	60,000	16-36	28 x 41 cm.	All classes.
Uj Nemzedek	1919	ED—exS.—Hungarian	32,000 Z	12-16	28 x 41 cm.	Public officials, landowners, priests.
Ujsag	1901	MD—exMon.—Hungarian	100,000	16-48	28 x 41 cm.	Business, middle class.

DEBRECEN

Debreceni Ujsag	1897	MD—Hungarian.	6,500	8-12	24 x 36 cm.	Middle class.

GYOR

Gyori Hirlap	1856	MD—Hungarian.	7,000	4-24	24 x 36 cm.	Public officials.

PECS

Dunantul	1911	MD—exMon.—Hungarian	5,860	10-20	28 x 42 cm.	All classes.
Pesti Naplo	1891	MD—exMon.—Hungarian	3,500	8	24 x 36 cm.	Business men, laborers.

SZEGED

Szegedi Friss Ujsag	1900	MD—exMon.—Hungarian	11,000	4-12	34 x 36 cm.	Business men, public officials, laborers.
Szegedi Uj Nemzedek	1919	MD—exMon.—Hungarian	5,000	6-16	29 x 42 cm.	Public officials, business men, farmers.

SZOMBATHELY

Ifir	1915	ED—exS.—Hungarian	20,000	4-6	.....	All classes.

ITALY

BARI

Gazzetta Delle Puglie	.....	MD—Italian	8,000 R	6	56 x 45 cm.	Middle classes.
La Gazzetta del Mezzogiorno	1886	MD—Italian	70,000	6-12	60 x 43 cm.	General public.

BERGANO

L'Eco di Bergamo	1880	MD-exS.-Italian.	8,000	4-6	55 x 40.8 cm.	Country people.
La Voce di Bergamo	1921	MD-exS.-Itolian.	6,500	6	54 x 52 cm.	Country people.

BOLOGNA

L'Avvenire d'Italia	1892	MD-exMon.-Ital.	40,000 A	8	23½ x 17½"	Catholic.
Il Carlino della Sera	.....	ED-exS.-Italian.	20,000 A	6	23 x 16½"	General public.
Resto del Carlino (U. S. 19)	1885	MD—Italian	100,000 A	8	23 x 16½"	General public.

BRESCIA

Il Popolo di Brescia	1923	MD-exS.-Italian.	20,000	8	58 x 40 cm.	Political, country people.

CAGLIARI (Sardinia)

L'Unione Sarda	1888	MD—Italian	6,000 R	4	53 x 37 cm.	Middle class.

CREMONA

Il Regime Fascista	1922	MD—Italian	50,000	4-6	58 x 40 mm.	Political, country people.

FERRARA

Corriere Padona	9925	MD-exMon.-Ital.	40,000 A	6	23¼ x 16½"	General.

FIUME

La Vedetta d'Italia	1919	MD—Italian	5,500	4	35 x 52 cm.	All classes.

FLORENCE

La Nazione	1859	MD-exMon—Ital.	80,000 R	8	22¾ x 16½"	General.
Nuovo Giornale	1905	ED-exMon—Ital.	30,000 R	6	22¾ x 16½"	General

GENOA

Corriere Mercantile	1824	MD—Italian	20,000	6	15¼ x 21¼"	Business.
Giornale di Genova (U.S.19)	1922	MD—Italian	65,000	8-10	16½ x 22"	General.
Lavoro	1902	MD—Italian	65,000	8-10	16½ x 23"	All classes.
Secolo XIX	1884	MD—Italian	60,000	8-12	16½ x 21¾"	Good class

MANTUA

Voce di Mantova	1920	MD-exS—Italian.	7,000	4-6	53 x 38 cm.	Country people, political.

MESSINA

La Gazzetta (U. S. 19)	1862	MD ED—Italian.	.....	4	17¼ x 23¼"	All classes

ITALY—Continued

MILAN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
L'Ambrosiano (U. S. 19)	1922	ED—Italian	40,000	8	58½ x 41½ cm.	All classes.
Corriere Della Sera	1875	MD ED—Italian.	500,000	8-10	23½ x 17"	All classes, political
La Gazetta dello Sport	1894	MD-exS—Italian.	250,000	6-8	23 x 16½"	Sporting.
Il Popolo d'Italia	1911	MD—Italian	200,000	8-10	23¼ x 18"	Political.
Il Secolo, La Sera (U. S. 19)	1866	MD—Italian	65,000	6-8	23 x 16½"	All classes.
Il Sole	1870	MD—Italian	70,000	6-8	59½ x 45 cm.	Commercial.
L'Italia	1911	MD—Italian	30,000	6	53½ x 54 cm.	Political, Catholics.

NAPLES

Corriere di Napoli (U.S. 19)	1878	ED—Italian	.....	4	16 x 23"	General public
Il Mattino (U. S. 19)	1891	MD—Italian	.....	6	16 x 23"	General.
Il Mezzogiorno	1917	MD—Italian	.....	6	17 x 23"	General.

PALERMO

Giornale di Sicilia	1860	MD ED—Italian.	70,000	8	17½ x 23¼"	All classes.
L'Ora	1899	MD ED—Italian.	30,000	8	17¼ x 23¼"	All classes.

REGGIO EMILIA

Il Solco Fascista	....	MD-exMon—Ital.	10,000 R	6	22½ x 16¼"	General.

ROME

Il Giornale d'Italia (U.S.19)	1900	ED—Italian	100,000 R	4	37 x 53 cm.	General Italian.
Il Piccolo (U. S. 19)	1911	MD—Italian	90,000 R	4	37 x 53 cm.	General Italian.
L'Italie	1859	MD—Italian	30,000 R	4	36 x 52 cm.	Middle class, Italian.
Il Lavoro Fascista	1928	MD—Italian	80,000 R	4	42 x 53 cm.	Middle class. Italian.
Il Littoriale	1927	MD—Italian	25,000 R	4	38 x 54 cm.	Sporting public, Italian.
Il Messaggero	1872	MD—Italian	200,000 R	4	42 x 55 cm.	General, Italian.
Il Popolo di Roma	1925	MD—Italian	60,000 R	4	37 x 53 cm.	General, Italian.
Il Tevere	1924	MD—Italian	35,000 R	4	38 x 52 cm.	General, Italian.
Ottobre	1931	MD—Italian	5,000 R	4	38 x 52 cm.	General, Italian.
La Tribuna	1883	ED—Italian	80,000 R	4	38 x 52 cm.	General, Italian.

TRIESTE

Il Piccolo	1881	MD—Italian	.....	6	59½ x 42½ cm.	All classes.
Il Piccolo della Sera	1881	ED—Italian	.....	4	59½ x 42½ cm.	All classes.
Il Popolo di Trieste	1919	MD—Italian	.....	6	60 x 40 cm.	Industrial.

TURIN

La Gazetta del Popolo (U. S. 19)	1848	Daily—Italian	350,000	10	60 x 43 cm.	All classes.
La Stampa (U. S. 19)	1805	Daily—Italian	400,000	8-10	58½ x 42½ cm.	All classes.

VATICAN CITY (Rome)

L'Osservatore Romano	1861	MD—Italian	50,000 R	4	55 x 44 cm.	General.

VENICE

Gazzetta di Venezia (U. S. 19)	1742	MD-exMon—Ital.	.....	.....	16½ x 23¾"	Good class.
Il Gazzettino	1887	MD-exMon—Ital.	.....	.....	22 x 16"	Laborers.

LATVIA

JELGAVA

Zemgales Balss	1924	ED—Lettish	4,000 A	4	18¼ x 12½"	Conservative.

LIEPAJA

Kurzemes Vards	1917	ED—Lettish	5,000 A	6	21¼ x 15¼"	Latvian farmers.
Libausche Zeitung	1824	ED—German	3,000 A	2	21 x 14¾"	German Balts.

RIGA

Briva Zeme	1919	ED—Lettish	20,000 A	6	17¼ x 22¼"	Farmers.
Jaunakas Zinas	1911	ED—Lettish	140,000 A	16	12½ x 18½"	Middle class.
Pedeja Bridi	1937	MD—Lettish	6,000 A	8-10	21¾ x 15"	Middle class.
Rigasche Post	1934	ED—Lettish	10,000 A	10	21¾ x 15"	German Balts & foreigners.
Rigasche Rundschau	1869	ED—German	14,000 A	8-10	13¼ x 21"	German Balts, richer jews, foreigners.
Rits	1935	MD—Lettis L	5,000 A	8	19½ x 14"	Middle classes.
Sevodnia	1919	MD—Russian	18,000 A	8	14½ x 21½"	Russians Jews.
Sevodnia Vecherom	1926	ED—Russian	7-9,000 A	6-8	14½ x 21½"	Russians Jews.

LITHUANIA

KAUNAS

Dzien Polski (Polish Day)	1935	MD—Polish	2,000 X	4	19½ x 13½"	Polish
Echo	1920	MD—Russian	2,000	4	21½ x 14½"	Russians & Jews.
Lietuvos Aidas (Lithuanian Echo)	1928	ED—Lithuanian.	18,000 X	12	18½ x 12½"	All classes.
Lietuvos Zinios (Lithuanian News)	1909	ED—Lithuanian.	5,500	8	18½ x 13⅝"	All classes.
Litovsky Colos (Lithuanian Voice)	1926	MD—Russian	1,000 X	4	21½ x 14⅞"	Russian.
Rytas (Morning)	1923	MD—Lithuanian.	3,800	10	18⅞ x 12½"	All classes.
Yiddische Stimme (Jewish Voice)	1919	MD—Jewish ED—Jewish	8,000 10,000	8	21¾ x 15⅜"	Jewish.

MEMEL

Memeler Beobachter	1935	MD—German	3,000 X	8	18½ x 12⅞"	German Lithuanians.
Memeler Dampfboot (Steamship of Memel)	1849	ED—German	12,000	8	19½ x 14"	Intellectuals.

VALETTA

Malta Chronicle	1886	MD—English	9,000	20-24	16¾ x 11¾"	General.
Lloyds Maltese	1840	ED—Eng. & Ital.	500	4	17 x 12"	Shipping or commerce.
Malta	1883	ED—Italian	1,500 X	4	23¼ x 17"	Maltese & Italian
Mercurius	1925	MD—Eng. & Ital.	700	4	20 x 14¾"	Commercial.
Il Berka	1921	ED—Maltese	9,000	10	15 x 10"	Maltese.

NETHERLANDS

AMSTERDAM

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Algameen Handelsblad (U. S. 15)	1828	MD-exM.-Dutch ED-exS.	44,000 A	18	18 x 22"	High & middle class.
De Courant—Het Nieuws van den Dag (U. S. 8)	1803	MD—Dutch ED—exS.	250,000 A	12	42 x 55½ cm.	Middle and lower classes.
De Standaard (U. S. 10)	1873	ED—Dutch	24,000 A	12	47 x 60½ cm.	Middle class Protestant.
De Telegraaf (U. S. 8)	1892	MD-exM.-Dutch ED-exS.	100,000 A	22	42 x 56 cm.	Middle and better classes.
Het Volk (U. S. 6)	1900	MD & ED°-Dutch	44,375	16-20	53 x 37 cm.	Socialists.
Volksblad	1931	ED—Dutch	32,244	12-14	53 x 37 cm.	Socialists.

ARNHEM

Volksblad voor Gelderland (U. S. 6)	1931	ED—Dutch	15,483	12-16	53 x 37 cm.	Socialists.

ENSCHEDE

Volksblad voor Twente (U. S. 6)	1931	ED°—Dutch	7,767	12-16	53 x 37 cm.	Socialists.

GOUDA

Gouds Volksblad	1923	ED—Dutch	3,539	14-16	53 x 37 cm.	Socialists.

(*Continued on page* 258)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 257*)

NETHERLANDS—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
GRONINGEN						
Volksblad voor Groningen en Drente (U. S. 6)	1931	ED—Dutch	16,366	12-16	53 x 37 cm.	Socialists.
THE HAGUE						
De Avondpost	1885	ED-exS.-Dutch	12,000	11,200A 10-12	31 x 52 cm.	Middle class.
Haagsche Courant	1863	ED—Dutch	75,000	24	35 x 52 cm.	All classes.
De Nederlander	1893	ED—Dutch	9,000 A	10	42 x 58 cm.	Better classes.
Het Vaderland (U.S. 15)	1878	MD & ED-Dutch	12,200 A	4-6 MD 16 ED	42 x 54 cm.	Better class, liberal.
Vooruit (U. S. 6)	1931	MD & ED-Dutch	11,831	14-16	53 x 37 cm.	Socialists.
'S-HERTOGENBOSCH						
Provinciale Noord-Brabantsche en 's-Hertogenbosch Courant (U. S. 15)	1931	ED-exS.-Dutch	16,700 A	12	447 x 327 mm.	All classes.
LEEUWARDEN						
Volksblad voor Friesland (U. S. 6)	1931	ED—Dutch	12,146	12-16	53 x 37 cm.	Socialists.
ROTTERDAM						
Dagblad van Rotterdam	1878	ED—Dutch	38,000 A	12	35 x 50 cm.	Middle class.
De Maasbode (U. S. 15)	1868	MD-exM.-Dutch ED—exS.	42,700 A	12-16	54 x 40 cm.	Catholics.
De Nieuwe Rotterdamsche Courant (U. S. 15)	1843	MD-exM.-Dutch ED—exS.	39,000 A	28	55 x 40 cm.	Better middle class.
De Rotterdammer	1903	ED—Dutch	34,000 A	14	21 x 16"	Middle class, Protestants.
Rotterdamsche Nieuwsblad	1878	ED-exS.-Dutch	100,000 A	22	373 x 516 mm.	Middle class.
Voorwaarts (U. S. 6)	1920	ED—Dutch	45,440	16-20	37 x 53 cm.	Socialists.

NORWAY

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
AALESUND						
Aalesunds Avis	1917	ED—Norwegian	4,500 A	4-6	55 x 40 cm.	Conservative.
Sunnmorsposten	1882	D—Norwegian	10,148	8	55 x 39 cm.	Middle class.
BERGEN						
Arbeidet	1893	ED—Norwegian	8,000 Z	6-8	500 x 336 mm.	Communist.
Bergens Aftenblad	1765	ED—Norwegian	12,000 Z	12	500 x 348 mm.	Conservative.
Bergens Arbeiderblad	1927	ED—Norwegian	10,500	10	50 x 35 cm.	Labor party.
Bergens Tidende	1868	ED—Norwegian	32,119	18	500 x 355 mm.	Middle class.
Dagen (U. S. 10)	1919	ED—Norwegian	12,296 9-10,000A 8 13,150 Saturday 16		50 x 36 cm.	Middle class.
Gula Tidende	1904	ED*—Norwegian	5,000 A	8	490 x 346 mm.	Farmers.
Morgenavisen	1902	MD*—Norwegian	9,375	10-12	500 x 345 mm.	Business and middle class
DRAMMEN						
Dramens Tidende & Buskerud Blad	1832	ED-exS.-Nor.	19,500 A	10	49 cm x 6 or 7 col.	Conservatives.
Fremtiden	1905	ED—exS.—Nor.	14,400 A	8	480 x 345 mm.	Laboring class.
HAUGESUND						
Haugesunds Avis	1894	ED—exS.—Nor.	7,500 A	8	500 x 345 mm.	Middle class.
Haugesunds Dagblad	1879	ED—exS.—Nor.	5,200 A	8	490 x 345 mm.	Conservative.
KRISTIANSAND S.						
Christianssands Tidende	1882	MD—exS.—Nor.	3,500	6	55 x 40 cm.	Conservative.
Faederlandsvennen	1874	ED—exS.—Nor.	7,400 A	8	505 x 355 mm.	Middle class.
OSLO						
Aftenposten (U. S. 6)	1860	MD—exS. & ED—exS.—Nor.	81,000 A 71,900 92,860 Sat.	18 32	515 x 412 mm.	All classes.
Arbeiderbladet	1884	ED—exS.—Nor.	44,500 A	14	54 x 34 cm.	Laboring class.
Dagbladet	1868	ED—exS.—Nor.	30,300 A	10	50 x 34 cm.	Middle class.
Morgenbladet	1819	MD—exS.—Nor.	8,000	14	53 x 34 cm.	Business.
Morgenposten	1861	MD—exS.—Nor.	40,000 A	12	53 x 41 cm.	Laboring.
Norges Handels og Sjofartstidende	1889	ED—exS.—Nor. Eng. Supp. Thurs.	15,000 A	10	48 x 40 cm.	Financial, shipping.
Tidens Tegn (U. S. 4)	1910	MD—exS.—Nor.	43,000 A 53,000 Sat.	12 30	48 x 40 cm.	Business and wealthy.
STAVENGER						
L-Ste-Mai	1899	ED—exS.—Nor.	6,800 A	10	485 x 350 mm.	Laboring.
Stavanger Aftenblad	1892	ED—exS.—Nor.	17,000 A	10	50 x 40 cm.	All classes.
Stavangeren	1916	ED—exS.—Nor.	8,000 A	12	48 x 34 cm.	Conservative.
Vestlandske Avis	1933	ED—exS.—Nor.	6,000 A	8	500 x 345 mm.	Farmers, Nationalists.
TRONDHEIM						
Adresseavisen	1767	MD—exS.—Nor.	14,000 A	12	447 x 400 mm.	Conservative.
Arbeideravisen	1924	ED—exS.—Nor.	8,100 A	8	50 x 34 cm.	Laboring.
Dagposten	1876	ED—exS.—Nor.	13,500 A	12	55 x 45 cm.	Middle class.
Nidaros	1902	MD—exS.—Nor.	10,000 A	10	50 x 35 cm.	Farmers.

POLAND

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
KRAKOW						
Ilustrowany Kurjer Codzienny	1910	MD—Polish	125,000	16	365 x 220 mm.	Political & social.
WARSAW						
Gaseta Handlowa	....	D—Polish	12,000	.....	.....	Commercial.
Gaseta Polska	....	D—Polish	40,000	.....	.....	Political-pro govt.
Kurjer Poranny	1877	MD—Polish	40,000	6	490 x 344 mm.	Political & general.
Kurjer Warszawski (U.S.10)	1820	MD & ED—Polish	100,000	.....	355 x 250 mm.	Political & social

PORTUGAL

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
LISBON						
Diario de Lisboa	1920	ED—Portuguese	20,000 X	8	11½ x 16"	Urban.
Diario da Manha	1931	MD—Portuguese	30,000 X	8-10	16½ x 20½"	Officials.
Diario de Noticias	1864	MD—Portuguese	100,000 X	8-16	17½ x 25"	Urban.
Jornal do Comercio e das Colonias	1853	MD-exMon—Portuguese	15,000 X	5-8	19½ x 26"	Business men.
Novidades	1885	MD—Portuguese	30,000 X	6-8	15½ x 25"	Religious.
Os Sports	1918	BW—Portuguese	20,000 X	6-8	17½ x 25"	Sports.
Republica	1912	ED-exS—Portugese	20,000 X	6-8	11½ x 16"	Political
Seculo	1889	MD—Portuguese	100,000 X	8-10	16 x 23"	All classes.
Vos	1926	MD—Portuguese	35,000 X	6-8	16 x 23"	Religious.
OPORTO						
O Comercio do Porto	1854	MD-exMon—Portuguese	30-35,000 X	6-8	18½ x 26"	All classes, business men.
Jornal de Noticias	1887	MD-exMon—Portuguese	40,000 X	6-8	16½ x 23"	All classes.
A Montanha	1900	ED-exMon—Portuguese	3-5,000 Z	6-8	11½ x 16"	City people only.
O Primeiro de Janeiro	1868	MD-exMon—Portuguese	40,000 X	6-16	17½ x 24"	All classes.

THE AZORES

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ANGRA DO HEROISMO (TERCEIRA)						
A Uniao	1893	ED—Portuguese	1,000	4	14 x 20"	General public.
HORTA (FAYAL)						
Correio da Horta	1931	MD—Portuguese	1,200	4	13 x 18"	General Public.
O Telegrafo	1893	ED—Portuguese	1,000	4	11¾ x 16¾"	General public.
PONTA DELGADA (ST MICHAEL)						
Correio dos Acores	1920	MD—Portuguese	2,300	4	26 x 18"	General public.
Diario dos Acores	1870	ED—Portuguese	3,000	4	24½ x 15¾"	General public.

MADIERA ISLANDS

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
FUNCHAL						
Diario da Madeira	1912	MD—Portuguese	2,500	4	20¾ x 14½"	General public.
Diario de Noticias	1873	MD—Portuguese	5,700	4	21 x 14¾"	General public.
O Journal	1926	MD—Portuguese	1,500	4	20½ x 14½"	General public.

ROUMANIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BUCHAREST						
Adeverul	1888	ED—Rumanian (E)	120,000 X	4-6	570 x 40 mm.	All classes.
Argus	1910	MD—Rumanian and French (E)	40,000 X	6-12	570 x 400 mm.	Business.
Cuvantul	1924	MD—Rumanian	30,000 X	4-8	570 x 400 mm.	All classes.
Dimineata	1904	MD—Rumanian (E)	130,000 X	12	490 x 400 mm.	All classes.
Lupta	1921	MD—Rumanian (E)	30,000 X	4-6	570 x 400 mm.	All classes.
Universul	1884	MD—Rumanian (E)	140,000 X	6-12	570 x 400 mm.	All classes.

SOVIET UNION

Inreklama Service (U. S. 17) is official representative for all Soviet newspapers and magazines, of which thousands hundreds. Inreklama, however, lists the following as of principal interest to foreigners:

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
MOSCOW						
Pravda (No advertising)	1917	MD—Russian	.....	4	26¾ x 20"	Political & mili.
Izvestia (U. S. 17)	1917	MD—Russian	1,600,000	4	26 x 20"	Central organ of Soviet govt.
(Published simultaneously in Moscow, Leningrad, Kharkov, and other centers.)						
Moscow Daily News (U. S. 17)	....	MD—English	15,000	8	17 x 12"	English-speaking
For Industrialization (U. S. 17)	....	MD—Russian	100,000	4	23 x 16"	Industrial.

SPAIN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ALMERIA						
La Cronica Meridional	1860	MD-exMon—Spanish	5,000 A	10	23½ x 33½ mm.	All classes.
Diario de Almeria	1917	MD-exMon—Spanish	6,000	4	45 x 60 cm.	All classes.
La Independencia	1908	MD-exMon—Spanish	3,500 A	4	40 x 56 cm.	All classes.
BADAJOZ						
Hoy	1933	MD-exMon—Spanish	20,000	8	55 x 37½ cm.	General & farmers.
BARCELONA						
El Correo Catalan	1876	MD-exMon—Spanish	15,000	.....	39 x 56 cm.	Catholics.
El Dia Grafico	1912	MD-exMon—Spanish	65,000	26	28½ x 44½ cm.	General.
Diario de Barcelona	1792	MD-exMon—Spanish	20,000 A	40	19 x 25½ cm.	All classes.
Diario del Comercio	1890	MD—exMon—Spanish	10,000 R	4	29 x 44 cm.	Shipping merchants
Diario Mercantil	....	Daily—Spanish	2,000 A	.....	40½ x 58½ cm.	Commercial.
El Diluvio	1858	MD-exMon—Spanish	80,000	48	19 x 26 cm.	Laborers.
El Liberal	1901	ED—exS—Spanish	9,000 X	8	29½ x 42 cm.	General.
Lloyd Espanol	1919	MD-exMon—Spanish	10,000	8	29 x 39½ cm.	Marine, commercial.
El Mundo Deportivo	1906	MD-exMon—Spanish	60,000	5	39½ x 56 cm.	Sport.
La Noche	1924	ED-exS—Spanish	20,000 A	22	27 x 42½ cm.	General.
Las Noticias	1896	MD-exMon—Spanish	65,000	16	39 x 53 cm.	General.
El Noticiero Universal	1888	ED-exS—Spanish	60,000	30	29 x 41½ cm.	General.
La Publicitat	1877	MD-exMon—Catalan	35,000	12	38½ x 53 cm.	General.
La Vanguardia (U. S. 10)	1881	MD-exMon—Spanish	180,000	45	28 x 43 cm.	General.
La Veu de Catalunya	1890	MD-exMon—Catalan	40,000	10	40 x 55½ cm.	Mfgrs., merchants, bankers.
La Humanitat	1930	MD*—Catalan	55,000	8-12	23 x 16½"	Catalan separatists
L'Instant	1935	ED*—Catalan	22,000	8-12	23¾ x 16¼"	Conservative, wait-to-do.
El Mati	1929	MD*—Catalan	28,000	22-34	22½ x 13"	Catholics.
Renovacion	1933	MD*—Spanish	12,000	12-16	42 x 32 cm.	Radical party members.
BILBAO						
Euskadi	1913	MD—Spanish and Basque	24,000	13	51 x 58 cm.	All classes.
La Gaceta del Norte	1901	MD—Spanish	20,000 R	12	52 x 41 cm.	Catholics.
El Liberal	1901	MD—Spanish	18,000 R	10	48 x 36½ cm".	Laborers.
El Noticiero Bilbaino	1875	MD—Spanish	25,000	10-12	.....	All classes.
La Tarde (U. S. 10)	1914	ED—Spanish	16,000	8	58 x 51 cm.	All classes.
CACERES						
Estremadura	1923	MD-exMon—Spanish	4-5,000	6	40 x 55 cm.	General.
CADIZ						
Diario de Cadiz	1867	MD-exMon—Spanish	6,000 A	4-6	57 x 41 cm.	General.
La Informacion	1875	ED-exS—Spanish MD—Spanish	7,000	6-8	60 x 40 cm.	General.
CARTAGENA						
Cartagena Nueva	....	Daily—Spanish	1,000 A	4	33 x 49 cm.	General.
El Eco de Cartagena	1861	ED-exS—Spanish	2,000 A	.....	39 x 50 cm.	General.
El Porvenir	....	Daily—Spanish	1,000 A	.....	33 x 50 cm.	General.
CASTELLON DE LA PLANA						
Diario de Castellon	1925	MD-exMon—Spanish	2,000 A	10	29½ x 41 cm.	General.
Heraldo de Castellon	1897	ED-exS—Spanish	6,000	4	40½ x 54 cm.	General.
Diario de la Manana	1929	MD-exMon—Spanish	4,000 A	4	20½ x 29½ cm.	General public.
Republica	1931	MD-exMon—Spanish	3,000 A	8	38½ x 25½ cm.	Republicans and Radical.

(*Continued on page 259*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 258)

SPAIN—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
CIUDAD REAL						
El Pueblo Manchego	1911	ED-exS—Spanish	4,000 Z	6	45 x 58 cm	General.
Vida Manchega	1912	ED-exS—Spanish	1,700 A	4	35 x 50 cm	General.
CORDOBA						
El Defensor de Cordoba	1899	ED-exS—Spanish	6,000	4	44 x 64 cm	General.
Diario de Cordoba	1849	MD-exMon—Spanish	7,500	4	44 x 64 cm	General
La Voz	1920	MD-exMon—ED-exS—Spanish	10,000	16-24	23 x 32 cm	General.
CORUNNA						
El Ideal Gallego	1917	MD-exMon—Spanish	15,000	8	57 x 38½ cm	General.
La Voz de Galicia	1881	MD-exMon—Spanish	15,000	12	49 x 35 cm	General Liberals.
FERROL						
El Correo Gallego	1878	MD-exMon—Spanish	5,000	4	38½ x 58½ cm	General.
GERONA						
Diario de Gerona	....	Daily—Spanish	500 A	......	30½ x 15½ cm	General.
Automobilista	....	Daily—Spanish	1,500 A	......	31 x 44½ cm	General.
El Gironese	....	MD—Catalan	3,000	......	....	General.
GIJON						
El Comercio	1875	MD-exMon—Spanish	10,000	6	....	General.
El Noroeste	1897	MD-exMon—Spanish	7,000	6	....	....
La Prensa	1921	MD-exMon—Spanish	10,000	6	....	General.
GRANADA						
El Defensor de Granada	1881	MD-exMon—Spanish	14,000	4-6	42½ x 51 cm	All classes.
		ED-exS—				
Noticiero Granadino	1904	MD-exMon—Spanish	4,000 A	4	40 x 54 cm	All classes.
La Publicidad	1881	MD-exMon—Spanish	3,000 A	6	35 x 50 cm	All classes.
Ideal	1932	MD-exMon—Spanish	24,000	12	34 x 37 cm	General.
HUELVA						
Diario de Huelva	1908	MD-exMon—Spanish	8,000	12	31 x 44 cm	General.
La Provincia	1872	ED-exS—Spanish	10,000	8	35 x 50½ cm	General.
JAEN						
Voz de Jaen	1935	ED-exS—Spanish	3,700	12	25 x 35 cm	General.
La Mañana	1932	MD-exMon—Spanish	8,500	8	46 x 33 cm	General.
JEREZ DE LA FRONTERA						
Diario de Jerez	1904	MD-exMon—Spanish	3,000	4	44 x 64 cm	General.
El Guadalete	1852	MD-exMon—Spanish	2,000	4	44 x 64 cm	General.
LEON						
La Democracia	1872	MD-exMon—Spanish	2,000	6	38 x 55 cm	General.
El Diario de Leon	1904	MD-exS—Spanish	2,500	8	26½ x 36 cm	Catholics.
La Mañana	....	MD-exS—Spanish	5,000	8	....	General.
LOGRONO						
Diario de la Rioja	....	Daily—Spanish	3,000 A	......	40 x 56 cm	All classes.
La Rioja	....	Daily—Spanish	7,000 A	......	34 x 49 cm	All classes.
LUGO						
El Progreso	1907	MD-exMon—Spanish	5,000	6	38 x 54 cm	General public.
El Voz de la Verdad	1911	MD-exMon—Spanish	5,000	4	43½ x 23 cm	Catholics.
MADRID						
A B C	1905	MD-exMon—Spanish	280,000	60	19½ x 27 cm	All classes.
Ahora	1930	MD-exMon—Spanish	125,000 A	36	24 x 33½ cm	General, upper classes.
El Debate	1910	MD-exMon—Spanish	125,000	10	41 x 54 cm	All classes.
Diario de Madrid	1934	ED-exS—Spanish	45,000 A	8	43 x 61 cm	All classes.
Diario Oficial del Ministerio de la Guerra	1877	ED-exMon—Spanish	10,000	20	17 x 25½ cm	Army officers.
La Epoca	1849	ED-exS—Spanish	30,000	6	41½ x 55½ cm	All classes.
El Financiero	1901	MD-exMon—Spanish	10,000 A	16	24 x 36½ cm	Financial & general
Heraldo de Madrid	1889	ED-exS—Spanish	70,000	16	29 x 44 cm	General.
Informaciones	1921	ED-exS—Spanish	75,000	12	35½ x 48 cm	General.
El Liberal	1876	MD-exMon—Spanish	83,000	16	29 x 44 cm	General.
La Libertad	1917	MD-exMon—Spanish	95,000	8	35½ x 48 cm	General.
La Nacion	1925	ED-exS—Spanish	45,000	16	25 x 35½ cm	General.
El Siglo Futuro	1875	ED-exS—Spanish	30,000	22	21 x 29½ cm	Better classes.
El Sol (U. S. 10)	1917	MD-exMon—Spanish	35,000 A	8	40½ x 55 cm	Better classes.
La Voz (U. S. 10)	1920	ED-exS—Spanish	40,800 A	8	40½ x 55 cm	General.
Ya	1935	ED-exS—Spanish	100,000 A	10	41 x 54 cm	General.
MALAGA						
El Cronista	1895	MD-exMon—Spanish	4,000 X	......	58 x 39 cm	All classes.
Diario de Malaga	1919	ED-exS—Spanish	4,000 A	4	40 x 60 cm	All classes.
La Union Mercantil	1886	MD-exMon—Spanish	42,000	16	27½ x 40 cm	All classes.
El Popular	1903	MD-exMon—Spanish	5,000 A	12	32 x 44 cm	General.
MURICA						
El Tiempo	....	Daily—Spanish	5,000 A	......	36½ x 51½ cm	All classes.
ORENSE						
La Region	1910	MD-exMon—Spanish	5,000	6	38 x 47 cm	High classes.
[illegible]	....	MD-exMon—Spanish	5,000	6	46 x 35 cm	General public.
[illegible]	....	MD-exMon—Spanish	4,500	6	38 x 25½ cm	Agrarians.
OVIEDO						
El Carbayon	1879	MD-exMon—Spanish	12,000	8	36 x 47½ cm	General.
La Region	1923	MD-exMon—Spanish	15,000	8	....	Catholics.
La Voz de Asturias	1922	MD—Spanish	17,000	8	36 x 47½ cm	General.
PALMA DE MALLORCA						
La Almudaina	1886	MD-exMon—Spanish and Mallorquin	7,500	8	33 x 44 cm	Farmers and business.
Correo de Mallorca	1910	MD-exMon—Spanish	8,000	8	32 x 45½ cm	Merchants, farmers.
El Dia	1921	MD-exMon—Span.	10,000	8	34 x 50 cm	Merchants, farmers.
La Ultima Hora	1893	Ed-exS—Spanish	11,000	8	32 x 48 cm	Merchants, farmers.
SEVILLE						
ABC (Andalusian edition)	1905	MD	55,000	48	24 x 32 cm	All classes.
El Correo de Andalucia	1899	MD-exMon.-Span.	15,000	8-10	31 x 42½ m	All classes.
El Liberal	1901	MD-exMon.-Span.	35,000	12-16	33 x 51 cm	All classes.
		ED-exS	35,000			
La Union	1919	MD-exMon.-Span.	25,000	20	25½ x 35 cm	General.
VIGO						
Faro de Vigo	1853	MD-exMon.-Span.	35,000	14	37½ x 55½ cm	General.
El Pueblo Gallego	1924	MD-exMon.-Span.	23,000	16	30 x 44 cm	Middle class Liberals.
La Tarde	....	ED-exS.-Spanish.	6,000	6	27 x 18½ cm	General.
ZAMORA						
El Correo de Zamora	1897	MD-exS.-Spanish	3,500	6	425 x 277 mm	Catholics.
Heraldo de Zamora	1896	MD-exS.-Spanish	3,500	6	36 x 47 cm	General.
ZARAGOZA						
Diario de Avisos	....	Daily—Spanish	......	......	36 x 52 cm	General.
Heraldo de Aragon	1895	MD-exMon.-Span.	45,000	......	36 x 52 cm	General.
El Noticiero	1900	MD-exMon.-Span.	16,000	......	21½ x 48½ cm	General.
La Voz de Aragon	1925	MD-exMon.-Span.	30,000	......	28 x 39½ cm	General.

CANARY ISLANDS

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
LAS PALMAS						
Diario de las Palmas	1892	ED-exS.-Spanish.	4,500 L	4	23¾ x 17¼"	General public.
Hoy	1933	MD-exMon.-Span.	5,000 L(20Sun.)	16	18½ x 12½"	Conservative.
La Provincia	1911	MD-exMon.-Span.	8,000 L	16	18½ x 12½"	General public.
El Tribuno	1904	ED-exS.-Spanish.	2,000 L	8	17¼ x 12½"	Laboring class.
El Radical	1932	ND-exS.-Spanish	2,000 L	8	20 x 14½"	RadicalRep.
SANTA CRUZ (Tenerife)						
Gaceta de Tenerife	1910	MD-exMon.-Span.	4,000 L	8	15 x 21½"	General public.
La Prensa	1910	MD-exMon.-Span.	6,500 L	8	16 x 23¾"	General public.
Hoy	1930	MD-exMon.-Span.	10,000 X	8	17½ x 23½"	General public.
La Tarde	1927	ED-exS.-Spanish.	7,000 6,500 X	8	17½ x 23"	General public.
LA LAGUNA (Tenerife)						
Las Noticias	1926	ED-exS.-Spanish.	6,000 6,000 X	6	25¼ x 17¼"	General public

SWEDEN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
STOCKHOLM						
Dagens Nyheter (U.S. 4)	1864	MD	121,241	26	56 x 46	All classes.
		Sunday	168,304			
Stockholms Tidningen—Stockholms Dagblad (U.S. 15) (U. S. 6)	1824	MD	145,000	24	60 x 45	All classes.
Svenska Dagbladet (U.S.6)	1883	MD	88,413	24-28	63 x 45	Well-to-do
Aftonbladet (U. S. 6)	1830	ED	90,000	30	43 x 31	All classes.
Nya Dagligt Allehanda	1840	ED	61,713	16	63 x 45	Well-to-do.
Social Demokraten	1885	MD	37,300	16	52 x 42	Working classes.
Svenska Morgonbladet	1890	MD	40,000	12	62 x 36	Lower middle.
GOTHENBURG						
Goteborgs Handels—och Sjofartstidning (U.S. 15).	1832	ED—exS	38,787	24	58 x 39	Business men.
Goteborgs-Tidningen (U.S. 15)	1902	MD	29,741	8	57 x 39	All classes.
Goteborgs Morgonpost	1896	MD—exS	17,074	16	55 x 40	Trade & industry.
Goteborgs-Posten	1859	MD—exS	......	12	48 x 40	All classes.
Ny Tid	1892	MD	23,348	12	54 x 38	Industrial laborers.
Vastsvenska Dagbladet	1889	ED	......	8	22½ x 15½	....
MALMO						
Arbetet	1887	ED	28,555	18	56 x 40	Laboring classes.
Skanska Aftonbladet	1880	ED	8,734	12	52 x 39	Well-to-do.
Skanska Dagbladet	1838	ED	42,708	12	57 x 41.5	Well-to-do.
Sydsvenska Dagbladet Snallposten	1888	MD	31,402	16	57 x 39.5	Well-to-do.
BORAS						
Boras Tidning	1825	MD—exS	13,927	12	52 x 36	Middle class.
ENGELHOLM						
Engelholms Tidning	....	MD—exS	......	12	50 x 41	All classes.
ESKILSTUNA						
Eskilstuna Kuriren	1890	ED	12,535	10	50 x 34	All classes.
GEFLE						
Gefle Dagblad	1894	MD—exS	13,301	8	50 x 35	City population.
Arbetarbladet	1906	ED—exS	12,700	12	50 x 35	Laborers.
HALMSTAD						
Hallandsposten	1850	MD	12,718	8	52 x 37	All classes.
Halland och Hallandingen	1875	MD	10,497	12	54 x 40	All classes.
HELSINGBORG						
Skanska Socialdemokraten	1899	ED—exS	12,500	12	51 x 36	Laborers.
Helsingborgs Dagblad	1886	MD	14,673	12	57 x 38	Well-to do.
Helsingborgs-Posten	1887	ED	9,080	16	57 x 36	Well-to-do.
HERNOSAND						
Vesternorrlands Allehanda	....	MD—exS	9,432	8	50 x 35	All classes.
JONKOPING						
Jonkopingsposten	1863	MD—exS	13,705	8	57 x 39	All classes.
KALMAR						
Barometern	1841	MD—exS	13,227	12	52 x 39	Well-to-do.
KARLSKRONA						
Blekinge Lans Tidning	1896	MD	11,571	8	52 x 36	All classes.

(Continued on page 260)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 259*)

SWEDEN—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
KARLSTAD						
Karlstads-Tidningen	1879	MD-exS	14,655	8	56 x 38 cm	Middle class.
Nya Wermlands-Tidningen	1836	MD-exS	16,755	12	57 x 41 cm	All classes.
KRISTIANSTAD						
Nyaste Kristianstadsbladet	1856	ED	12,000	6	57 x 40 cm	Middle class and farmers.
LINKOPING						
Ostgota Correspondenten	1838	MD-exS	23,477	16	55 x 40 cm	Farmers & middle class.
Ostgoten	1872	ED-exS	11,601	10	62 x 42 cm	Middle class.
LULEA						
Norrbottenskuriren	1861	ED-exS	12,661	8	52 x 38 cm	All classes.
LUND						
Lunds Dagblad	....	MD-exS	10,000	12	54 x 39 cm	All classes.
NORRKOPING						
Norrkopings Tidningar	1758	ED-exS	17,565	16	57 x 47 cm	City population.
Ostergotlands Dagblad	1890	MD-exS	15,203	12	57 x 46 cm	Country population.
Ostergotlands Folkblad	1910	ED-exS	8,870	8	60 x 45 cm	Laborers.
NYKOPING						
Sodermanlands Nyheter	1894	MD-exS	14,118	16	50 x 34 cm	All classes.
Sodermanlands Lans Tidning	1862	ED-exS	8,000	8	50 x 36 cm	Well-to-do.
OREBRO						
Nerikes Allehanda	1843	ED-exS	13,648	8	60 x 40 cm	All classes.
Nerikes-Tidningen	1843	MD-exS	10,343	10	60 x 40 cm	All classes.
ORNSKOLDSVIK						
Ornskoldsviks Allehanda	1895	ED-exS	7,387	12	57 x 42 cm	All classes.
OSTERSUND						
Jamtlands Tidning	1845	MD-exS	7,500	12	58 x 37 cm	Lower middle.
Ostersunds Posten	....	ED-exS	12,300	8	57 x 39 cm	Middle class.
SUNDSVALL						
Sundsvalls Posten	1859	ED-exS	9,510	8	56 x 46 cm	Business men.
Sundsvalls Tidning	1841	MD-exS	15,175	12	50 x 35 cm	Middle class.
UDDEVALLA						
Bohuslanningen	1878	MD-exS	10,674	6	57 x 37 cm	All classes.
UMEA						
Vasterbottens-Kuriren	1901	MD-exS	15,500	8	58 x 39 cm	All classes.
UPPSALA						
Uppsala Nya Tidning	1890	MD	21,750	12	56 x 37 cm	Middle class.
VASTERAS						
Vastmanlands Lans Tidning	1891	MD-exS	15,409	8	52 x 35 cm	All classes.
Vastmanlands Folkblad	....	ED-exS	10,000	8	52 x 36 cm	Laborers.
YSTAD						
Ystads Allehanda	1873	MD-exS	12,583	8	63 x 46 cm	Middle class.

SWITZERLAND

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BASEL						
Basler Nachrichten	1844	ED-exS—German MD-Mon.	48,000 A 40,000 A	16-20	13¾ x 21¼"	Upper classes.
Baslerstab (Tagblatt der Stadt Basel)	1923	MD-exS—German	49,000 A	8-10	13¾ x 21¼"	Distributed free.
Basler Volksblatt	1872	ED-exS—German	8,500 A	8	14 x 20¾"	Catholics.
National Zeitung	1842	MD-exS—German	53,000 A	6	13¼ x 21¼"	All classes.
Neue Basler Zeitung (Formerly Basler Tages-Anzeiger.)	1930	MD-exS—German	6,200 A	8	13¾ x 21¼"	Middle classes.
BERN						
Anzeiger fuer die Stadt Bern	1888	MD—German	38,000	12	13 x 19¼"	All classes.
Berner Tagblatt	1888	MD—German	10,500	10	13 x 19¼"	Middle class.
Der Bund	1850	MD ED—German	24,700	8	13½ x 20"	All classes.
BIEL						
Express, Bieler-Stadtanzeiger	1889	MD—German and French	10,500 X	8	14¾ x 21¼"	All classes.
Journal du Jura	1863	MD—French	9,300 X	6-8	13½ x 19¼"	Watchmaking district.
DELEMONT						
Le Democrate	1879	MD—French	6,800 X	6	13¾ x 19½"	Business.
EINSIEDELN						
Einsiedler Anzeiger	1860	SW—German	4,000 A	8-12	42 x 28 cm	Catholic.
GENEVA						
Courrier de Geneve	1866	D—French	8,000 X	6-8	11.2 x 16.9"	Catholic.
Feuille d'Avis Officielle de la Republique et Canton de Geneve	1816	MD—French	4,000 X	6-12	21 x 13.8 cm	Official paper.
Journal de Geneve	1829	MD ED—French.	15,000 X	8	11.8 x 17.7"	Middle class.
Journal des Nations	1930	MD-exS—French	.....	6	42 x 28 cm	Diplomatic & political.
La Suisse	1897	D—French	30,000 X	8-10	11 x 18"	Middle classes.
Le Travail	....	MD-exS—French	13,000	6	445 x 295 mm	Working classes.
Tribune de Geneve	1878	MD ED—French.	48,000 X	8	16½ x 21.6"	All classes.
La Tribune d'Orient	1922	BM—French	3,000	4	13¾ x 20"	Eastern countries.
LAUSANNE						
Le Droit du Peuple	1907	MD-exS—French	14,000	10	13.4 x 19.1"	Employees.
Feuille d'Avis de Lausanne	1762	MD—French	55,000	24	12.8 x 19.2"	Popular.
Gazette de Lausanne	1789	D—French	16,000 X	4-8	17.9 x 23.4"	Upper classes.
La Revue	1867	MD—French	10,000 X	6	487 x 335 mm	Upper-middle classes, peasants.
Tribune de Lausanne	1893	D—French Sunday Monday	20,600 29,000 26,000	6	12.7 x 19.2"	All classes.
LUCERNE						
Luzerner Neueste Nachrichten	1897	ED-exS—German	15,500	16	44 x 29 cm	Independent progressive.
Luzerner Tagblatt	1852	ED-exS—German	30,000	8-12	45 x 29.7 cm	Independent democratic
Vaterland	1832	ED-exS—German	17,000	10	45.6 x 32 cm	Conservative Catholic

SWITZERLAND—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
NEUCHATEL						
Feuille d'Avis de Neuchatel et du Vignoble Neuchatelois	1738	MD—French	14,000 X	6-8	15¾ x 22"	All classes.
La Suisse Liberale	1864	MD—French	4,000 X	4-6	21¼ x 14"	Wealthy.
SOLOTHURN						
Solothurner Tagblatt	1861	ED-exS—German	5,000 A	4	13¾ x 19¾"	Non-Catholic.
Solothurner Zeitung	1906	MD-exS—German	9,200 A	8	14¼ x 21¼"	Non-Catholic.
VEVEY						
Feuille d'Avis de Vevey	1845	MD-exS—French	6,000 X	6	13.6 x 19½"	All classes.
ZURICH						
Neue Zurcher Zeitung	1780	MD ED & Noon-exS—German	60,600	10	44.5 x 29.5 cm	Independent liberal
Zurcher Post	1878	MD"—German	6,000	8	43.5 x 29 cm	Democratic.

TURKEY

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ANKARA						
Ulus (Formerly Hakimiyeti Milliye)	1920	MD—Turkish	10,000 A	8-24	13 x 19½"	All classes.
ISTANBUL						
Aksam	1918	ED—Turkish	25,000 A	10	13¾ x 18¼"	Merchants, etc.
Apoyevamtini (U. S. 20)	1924	ED—Greek	10,000 A	4	17 x 21¾"	Middle classes.
Astarar	1923	MD—Armenian	3,500 A	4	14¾ x 20½"	All classes.
Beyoglu (Formerly Akcham)	1935	ED—French	2,000 A	4	16½ x 22¼"	Merchants.
Aneksartitos (U. S. 20)	1929	MD—Greek	7,000	4-6	17¼ x 22"	Popular.
Cumhuriyet	1923	MD—Turkish	22,000 A	6	15¾ x 22"	Officials and middle classes.
Dimokratia (U. S. 20)	1925	MD—Greek	5,000 A	4	17 x 22"	Business men.
Haber	....	ED—Turkish	15,000 A	10	12¾ x 17¼"	Low classes.
Istanbul (Formerly Stamboul)	1875	ED—French	3,000 A	4	17 x 22"	Business men.
Jamanak	1908	ED—Armenian	2,500 A	4	14½ x 19½"	Merchants.
Le Journal d'Orient	1917	MD—French	3,500	4	16¾ x 23⅝"	Business men.
Kurun (Formerly Vakit)	1917	MD—Turkish	5,000 A	8-12	13½ x 19¾"	Popular.
Nor Lour	1914	ED—Armenian	2,500 A	4	14¼ x 20½"	All classes.
La Republique	1925	MD—French	3,500 A	4	15¾ x 21½"	Merchants & employes.
Son Posta	1930	ED—Turkish	20,000 A	12	13¾ x 18¼"	Merchants.
Tan (Formerly Milliyet)	1926	MD—Turkish	18,000 A	6-8	15½ x 22½"	Officials and business men.
Turkische Post	1926	ED—German	1,500 A	4	16½ x 21¼"	All classes.
La Turquie	1927	MD—French	3,000 A	4	17¼ x 22"	Business men.
Zaman	1935	MD—Turkish	8,000 A	8	15½ x 21"	All classes.
IZMIR						
Anadolu	1923	MD-exSat—Turkish	2,500 X	8-10	16 x 22¼"	All classes.
Halkin Sesi	1930	MD-exFri—Turkish	800 X	4	16 x 22"	All classes.
Le Levant	1917	MD-exSat—French	1,000 X	4	16 x 22"	Chiefly foreigner.
Ulusal Birlik	1934	MD-exFri—Turkish	1,500 X	4-6	16 x 22¼"	All classes.
Yeni Asir	1923	MD-exSat—Turkish	3,500 X	10-12	18 x 24"	All classes.
Yurgu	1935	MD-exSat—Turkish	1 000 X	6-8	16 x 22¼"	All classes.

YUGOSLAVIA

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
BELGRADE						
Politika	1904	MD—Serbian	108-125,000	16-36	47 x 43 cm	General.
Pravda	1904	ED—Serbian	65,000	16	52 x 33 cm	General.
Stampa	1934	ED—Serbian	70,000	16	44 x 29 cm	General.
Vreme	1922	MD—Serbian	70,000	12-16	56 x 39 cm	General.
LJUBLJANA						
Jutro	1919	MD—Slovenian	35,000	8-20	22 x 15"	All classes.
Slovenec	1872	MD—Slovenian	30,000	8-20	13½ x 20"	All classes.
MARIBOR						
Mariborer Zeitung	1859	ED—German	8,000	6-16	12½ x 18½"	All classes.
NOVI SAD						
Deutsches Volksblatt	1919	MD—German	25,000 X	10-16	32 x 46 cm	Farmers, peasants.
Reggeli Ujsag	1929	MD—Hungarian.	10,000 X	10-16	41.5 x 29 cm	Hungarians.
SARAJEVO						
Jugoslovenski List	1918	MD—Serbian (Latin Characters)	12,500 X	8-12	50 x 32 cm	General, traders.
SUBOTICA						
Naplo	1899	MD—Hungarian.	28,000 Z	16-60	29 x 21 cm	General.
ZAGREB						
Jutranji List	1911	MD—Croatian	45,000	16-24	11 x 16"	All classes.
Morgenblatt	1885	MD—German	10,000	10-12	12½ x 18½"	All classes.
Novosti	1906	MD—Croatian	40,000	8-24	13¾ x 19¾"	All classes
Obzor	1859	ED—Croatian	7,000	6	22 x 32"	Educated class.

ASIA

BURMA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
RANGOON						
The Chinese Daily News	1914	ED—Chinese	1,500	10	18 x 12"	Chinese traders.
The Mawriya Daily	1934	MD—Chinese	5,000	40	8½ x 10"	All classes.
The New Light of Burma	1914	MD—Burmese	9,545	45	8½ x 10"	All classes.
The Rangoon Daily News	1921	MD—English	5,000	20	20 x 13"	Business men.
Rangoon Gazette	1861	MD—English	6,474	20	20 x 15"	Europeans and natives.
The Rangoon Evening Post	1921	ED—Chinese	1,500	22	12 x 18"	Chinese.
The Rangoon Times	1852	ED—English	4,500	14-16	18 x 24"	All classes.
The San Daily	1915	MD—Burmese	8,710	40	10 x 9"	All classes.

CEYLON

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
COLOMBO						
Ceylon Daily News	1918	MD—English	9,500	12-16	16¼ x 22"	Europeans, better class Sinhalese.
Ceylon Independent	1888	D—English	3,500	12-16	16½ x 22¼"	Middle classes.
Ceylon Observer	1834	ED—English	4,500	12	16½ x 22"	Europeans, better classes.
Dinamina	1919	Sinhalese	12,000	8	16½ x 22"	Sinhalese.
Thinkaran	....	D—Tamil	.....	.....	16½ x 22"5	Tamil population.
Times of Ceylon	1846	ED—English	9,500	16	22¼ x 16¼"	Europeans, better class.

(*Continued on page 261*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 260*)

ASIA—Continued

AMOY

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Amoy Min Pao	1928	MD—Chinese	3,700	10	12 x 20"	All classes.
Amoy Shang Pao (Commercial Press)	1923	MD—Chinese	700	8	14 x 20"	Upper classes.
Chuan Min Sin Jih Pao (The whole Fukien new Daily News)	1907	MD—Chinese	3,500	6	14 x 20"	All classes.
Chun Pao	1934	MD—Chinese	1,000	4	9 x 14"	All classes.
Kiang Sung Jih Pao	1919	MD—Chinese	6,800	8	14 x 19½"	All classes.
Sih Dai Jih Pao	1934	MD—Chinese	2,000	8	14 x 20½"	All classes.
Sze Min Shang Hsueh Jih Pao. (See Beng Daily News)	1920	MD & ED—Chinese	4,000	4-8	9 x 13"	Upper classes.
The Woman's Home Journal	1934	MD—Chinese	800	4	8¾ x 13¼"	Housewives.
Wah Kiu Yat Pao	1932	MD—Chinese	5,600	8	13½ x 20"	All classes.

ANKING

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Huan Pao (Anking Press)	1927	MD & ED—Chinese	4,000	12¾	13½ x 20"	All classes.
Min Kuo Jih Pao (Republican Daily News)	1927	MD—Chinese	2,000	8	13¾ x 20"	Commercial.
Min Yen Pao	1912	MD—Chinese	750	6	12 x 20"	Educational and commercial.
Shang Pao (Commercial Press)	1923	MD—Chinese	1,100	4	15 x 20"	Commercial.
Sin Yuan Dor Pao (New Anking Press)	1921	MD—Chinese	1,500	8	12¼ x 19½"	General.

ANTUNG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Tung Pien Shang Kung Jih Pao (East Border Comm. & Ind. Daily News)	1930	MD—Chinese	4,700	8	14 x 20"	Commercial.

CANTON

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Chu Kiang Jih Pao (Pearl River Daily News)	1931	MD—Chinese	3,000	8	14¾ x 20"	Common people.
Kung Ping Pao (Public Critic Press)	1926	MD—Chinese	20,000	12	15 x 20"	Middle class.
Kung Wo Pao (Democratic Press)	1915	MD—Chinese	9,000	8	14¼ x 19¾"	Middle class.
Kwang Tung 72 Guilds Shang Pao (Commercial Daily News)	1907	MD—Chinese	4,000	10	13¾ x 19"	Merchants.
Kwangchow Jih Pao (Canton Daily News)	1930	MD—Chinese	2,000	12	14¼ x 19"	Common people.
Min Kuo Jih Pao (Republican Daily News)	1925	MD—Chinese	15,000	8-16	13¾ x 19¼"	Kuomintang organ.
Canton Daily Sun	....	MD—English	3,000	10	12¼ x 18"	Foreigners and Chinese abroad.
Kwuk Wah Pao (National Prosperity News)	1924	D—Chinese	15,000	.....	16¼ x 22¼"	.....
Min Sou Pao (Press for the People)	1932	D—Chinese	16,000	.....	14½ x 20½"	.....
Tin Hsian Pao (Phenomena Press)	1924	D—Chinese	20,000	.....	15 x 20"	.....
Yuek Wa Pao (South China News)	1928	D—Chinese	20,000	.....	16 x 20"	.....

CHANGSHA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Chuan Men Jih Pao	1928	MD—Chinese	3,000	8	13 x 19"	Upper & middle.
Da Kung Pao	1919	MD—Chinese	3,000	8	13½ x 19"	Upper & middle.
Human Kuo Min Jih Pao	1927	MD—Chinese	2,000	10	21½ x 15½"	General.
Human Min Kuo Jih Pao	1933	MD—Chinese	5,200	10	13½x 19½"	General.
Tung Su Jih Pao	1929	MD—Chinese	2,000	8	13 x 19"	Merchants, Officials.
Yu Min Jih Pao	1930	MD—Chinese	5,400	8	13½ x 20"	Upper & middle.

CHINKIANG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Chinkiang Shang Pao (Chinkiang Commercial News)	1933	MD—Chinese	600	2	14¼ x 20¼"	Commercial.
Chinkiang Wan Pao (Chinkiang Evening News)	1928	ED—Chinese	500	4	10 x 14"	Business & Official.
Chinkiang Zen Pao. (Chinkiang Morning Press)	1933	MD—Chinese	1,000	4	13½ x 18½"	Business & Official.
Da Kiang Nan Wan Pao (Great Kiangnan Evening News)	1933	ED—Chinese	300	2	13¾ x 20"	Merchants.
Kiangsu Sun Pao. (Kiangsu Press)	1930	MD—Chinese	4,000	8	14½ x 19½"	General.
San San Jih Pao (Triple Hill Daily News)	1922	MD—Chinese	1,500	4	14 x 20"	Merchants and Officials.
Sin Kiangsu Pao (New Kiangsu Press)	1928	MD—Chinese	5,400	8	14½ x 20"	General.
Sin Sun Jih Pao (New Province's News)	1929	MD—Chinese	4,000	4	15 x 20"	General.
Su Pao (Kiangsu News)	1930	MD—Chinese	3,000	8	14 x 20"	General.
Ti Chiang Pao (Self Strong Press)	1919	MD—Chinese	1,500	4	13¾ x 19½"	Educational and Commercial.
Chung Pao (Precise News)	1930	MD—Chinese	400	4	9½ x 13½"	Educated Chinese.
Ping Pao (Peace Press)	1934	MD—Chinese	600	2	14 x 21"	Educated Chinese.
Sin Pao	1933	MD—Chinese	400	4	7 x 9¾"	.....
Tung Tse Kiang Pao	1931	MD—Chinese	600	2	14 x 19½"	Commercial.
Yu Nao Pao	1934	MD—Chinese	400	2	9 x 13¾"	Amusement News.

CHEFOO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Chiao Tung Pao	1932	MD—Chinese	2,500	8	15 x 20"	General & Buddhist
Chung Sheng Pao	1912	MD—Chinese	2,600	8	14¼ x 19¼"	General.
Hung Wan Tse Pao	1920	ED—Chinese	2,800	8	13 x 19"	Educated classes.
Tung Hai Jih Pao (East Sea Daily News)	1929	MD—Chinese	5,800	8	14½ x 20"	Educated and Commercial.
Tse Foo Jih Pao (Chefoo Daily Press)	1911	MD—Chinese	2,300	8	14½ x 19½"	General.
Chefoo Daily News	1907	MD-ExS-English.	300	12	18 x 13½"	English reading.

DAIREN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Kuan Tung Pao (East Manchukwan News)	1922	MD—Chinese	48,000	10	14 x 20"	General.
Man Chou Pao (Manchu News)	1923	MD—Chinese	7,000	8	15 x 20½"	General.
Tai Tung Jih Pao	1911	MD—Chinese	5,000	4-8	14¾ x 20"	General.
Manchuria Daily News	1908	ED—English	3,500	8	14 x 19"	Foreigners.
Dairen Shimbun	1920	MD—Japanese	7,000	8-16	15 x 20"	General.
The Manchu Nippon	1905	MD—Japanese	50,000	8-12	15 x 20"	General.

FOOCHOW

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Chun Pao (Wise Press)	1931	MD—Chinese	700	4	13 x 20"	Educated classes.
Chu Sze Pao (True News)	1926	MD—Chinese	1,200	8	13½ x 19½"	General.
Hua Chio Sonz Pao	1932	MD—Chinese	1,500	4	14 x 20"	Commercial.
Min Kwo Jih Pao	1933	MD—Chinese	600	12	10 x 14½"	.....
Ling Pao	1933	MD—Chinese	800	4	10 x 14½"	.....
Min Sun Pao (Press of the People)	1927	MD—Chinese	35,700	16	9 x 14"	General.
Morning News	1934	MD—Chinese	500	12	9 x 14½"	.....
Tung Chun Jih Pao	1931	MD—Chinese	2,000	6	10½ x 14½"	Military.
Yuan Tung Pao	1933	MD—Chinese	800	4	10 x 14½"	.....

CHINA—Continued

FOOCHOW

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Min Kuo Jih Pao	1929	MD—Chinese	3,700	10	13 x 20"	General.
Min Pao Van Kan	1912	ED—Chinese	3,000	8	14¼ x 20"	General.
Shih Tai Jih Pao	1931	MD—Chinese	2,500	6	12¾ x 19"	General.
Sin Fukien Jih Pao (New Fukien Daily News)	1931	MD—Chinese	1,000	4	13 x 20"	General.

HANKOW

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Central China Post	1911	MD-exS-English	1,400	14-16	22 x 16½"	Foreigners.
Hankow Herald	1913	MD-exM-English	1,500	12	14½ x 19"	Foreigners and Chinese.
Hankow Nichi Shimbun (Hankow Daily News)	1918	MD-exM-Japa'se	700	4	14½ x 20"	Japanese.
Wuhan Tih Pao (Wuhan Daily News)	1928	MD—Chinese	4,000	10	14 x 19½"	Upper and middle class.
Hankow Chunk Hsi Pao (Hankow Chinese Foreign News)	1906	MD—Chinese	2,500	8	13 x 20"	Middle and merchant classes.
Hankow Hsin Wen Pao (Hankow Newspaper)	1914	MD—Chinese	3,000	14	13 x 19½"	Merchants
Hsin Min Pao (New People's Paper)	1926	MD—Chinese	2,000	12	13 x 20"	Upper and middle

HARBIN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Rupor	1921	ED—Russian	4,000	4	21½ x 16"	All classes
Harbin Kung Pao	1927	MD—Chinese	5,000	10	15½ x 21¼"	All classes
Kung Pao (Russian Edition)	1925	MD—Russian	1,200	6	21½ x 16"	Russian Emigres
Zarya	1920	MD—Russian	6,000	8	21½ x 16"	All classes.
Nash Put	1933	MD—Russian	2,000	4	21 x 15"	Russian Fascisti.
Harbinskoye Vremya	1931	MD—Russian	4,000	4	21½ x 16"	Russian Emigres.
Russkoye Slovo	1925	MD—Russian	1,200	4	21½ x 16"	White Russian.
Harbin Observer	1925	ED—English	600	4	18½ x 13"	English-speaking.
Novosty Vostoka	1931	MD—Russian	4,000	6	21½ x 16"	Soviet citizens.
Ta Pei-Hsin Pao (Great Northern)	1925	MD—Chinese	8,000	8	15½ x 21¾"	All classes.
Kuo-Chi-Hsueh Pao	1921	MD—Chinese	7,000	8	15½ x 21¼"	All classes.
Pin Kiang Shih Pao	....	MD—Chinese	3 500	8	15½ x 21¾"	All classes.
Harbin Nichi Nichi Shimbun	1922	MD&ED—Jap'se	5,000	4-6	15½ x 21¾"	All classes.
Harbin Shimbun (Harbin News)	1932	MD&ED—Jap'se	3,800	4	15½ x 21¾"	All classes.

HONG KONG

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
China Mail	1845	ED—English	1,650	12	22½ x 17½"	Europeans,
Hong Kong Daily Press	1847	MD—English	2,000	16	16 x 20"	Shippers, merchants.
Hong Kong Telegraph	1871	ED—English	2,650	18	21 x 18"	Europeans.
Kung Sheung Yat Po.	1925	MD—Chinese	8,000	16	18½ x 26"	Lower classes.
South China Morning Post.	1903	MD—English	5,251	22	21 x 18"	Europeans.
Tai Kwong Yat Po.	1911	MD—Chinese	9,000	16	18½ x 26"	The masses.
Tsun Wan Yat Po	1872	D—Chinese	10,000	15-20	18½ x 26"	Lower and middle.
Wah Kiu Yat Po (U. S. 19).	1925	MD—Chinese	17,000	15	32 x 22"	Better classes.
Wah Tse Yat Po.	1856	MD—Chinese	25,000	16	18½ x 26"	Better class.
Kung Sheung Man Po.	....	ED—Chinese	40,000	4	18½ x 26"	Better class.
Tsun Wan Chiu Po	....	MD—Chinese	9,000	4	18½ x 26"	Better class.
Tsun Wan Man Po	....	ED—Chinese	15,000	4	18½ x 26"	Better class.
The Public Herald	1934	MD—Chinese	25,000	8	20 x 15"	Better class.
Tin Kwong Po	1934	MD—Chinese	25,000	4	20 x 15"	Better class.
Nam Chung Po	....	ED—Chinese	5,000	4	18½ x 26"	Better class.

KAOYU

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Hwai Nan Tou Pao (South Grand Canal Guiding Press)	1933	MD—Chinese	1,000	4	9 x 13¼"	Officials and merchants.
Kaoyu Jih Pao	1927	MD—Chinese	1,000	8	8¾ x 12¾"	Educational and commercial.
Sin Sun Pao (New Voice)	1928	MD—Chinese	1,200	4	9½ x 14"	General.
Kaoyu Min Chun Pao	1929	MD—Chinese	500	4	8½ x 13½"	Merchants and officials.

MUKDEN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Hsin Shih Pao (Awakening Times)	1910	MD—Chinese	3,000	8	13¾ x 20½"	General.
Sheng Ching Shih Pao (Mukden Times).	1910	MD—Chinese	10,000	8-10	14½ x 20½"	General.
Sin Ya Jih Pao	1927	MD—Chinese	4,000	8	13¾ x 20"	Merchants and officials.
Tung Pien Shang Kung Jih Pao	1929	MD—Chinese	4,700	8	14 x 20"	Commerce.
Tung San Sun Min Pao.	1923	MD—Chinese	10,000	8	14 x 20"	General.

NANKING

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Chung Kou Jih Pao	1932	MD—Chinese	11,000	10	14 x 19½"	General.
Chung Yank Jih Pao	1928	MD—Chinese	20,000	12	14½ x 20½"	General.
Da Foong Jih Pao	1933	MD—Chinese	1,500	6	14 x 19"	.....
Hwa Pao	1934	MD—Chinese	800	6	14½ x 19½"	Merchants and officials.
Kung Shang Pao	1915	MD—Chinese	3,000	8	13¼ x 20"	Commercial.
Nanking Van Pao	1928	ED—Chinese	4,200	4	8½ x 14"	Merchants and officials.
San Min Daw Baw	1929	MD—Chinese	2,000	8	14½ x 20"	.....
Sin Ching Jih Pao	1930	MD—Chinese	9,000	8	14 x 19½"	General.
Sin Chung Hwa Pao	1913	MD—Chinese	4,200	8	13½ x 20"	Merchants and officials.
Sin Min Pao	1931	MD—Chinese	1,000	8	14 x 20"	Merchants and officials.
Ta Tao Jih Pao	1934	MD—Chinese	3,000	6	13½ x 19½"	Merchants and educational.
Zen Min Van Pao	1932	ED—Chinese	4,000	2	14 x 19"	.....
Chin Pei Pao	1929	MD—Chinese	1,500	4	10 x 14½"	.....

PEIPING

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
Peiping Chronicle	1924	MD—English	800 R	12	20 x 14¼"	English speaking.
Le Journal de Pekin	....	MD—French	500 R	8-12	20 x 14"	.....
Peiping Chen Pao	1930	MD—Chinese	25,000 A	12-16	20 x 14"	Com. & official.
Yi Shih Pao	1915	MD—Chinese	8,000 A	12-14	20 x 14¼"	Commercial and wealthier Chinese
Shiao Shih Pao	1925	MD—Chinese	20,000 A	4	14 x 8½"	Middle classes.
Hua Pei Jih Pao	1928	MD—Chinese	12,000 A	14-18	14 x 20"	Business and middle class.
Chien Min Pao	1928	MD—Chinese	10,000	10	14 x 20"	General.
Ching Pao	1928	MD—Chinese	7,000	10	14 x 20"	Merchants and officials.
Jih Chih Pao	1911	MD—Chinese	3,000	4	13½ x 20"	Merchants and officials.
Min Kuo Jih Pao	1928	MD—Chinese	8,000	8	14 x 20"	Upper classes.
Peiping Jih Pao	1904	MD—Chinese	3,400	4	14½ x 20"	Upper classes.
Peiping Sin Pao	1931	MD—Chinese	15,000	4	14 x 19½"	General.
Peiping Van Pao	1923	ED—Chinese	6,000	4	8½ x 13¾"	Upper classes.
Peiping Zen Pao	1930	MD—Chinese	37,500	12	14 x 20"	General.
Peking Jih Pao	1904	MD—Chinese	8,000	8 to 12	14 x 19½"	Upper classes.
Ping Pao	1920	MD—Chinese	10,000	4	8¾ x 14"	General.
Shang Pao	1928	MD—Chinese	8,000	4	13½ x 20"	Commercial.
Shan Yeh Jih Pao	1934	MD—Chinese	5,000	4	14 x 20½"	Commercial.
Sze Kai Jih Pao	1935	MD—Chinese	18,000	10 to 12	13½ x 20"	General.
Tao Pao	1928	MD—Chinese	6,700	8	14 x 20"	Merchants and commercial.
Tieh Doa Shih Pao	1921	Chinese	.....	4	14 x 20"	Railway.
Wah Pei Jih Pao	1928	MD—Chinese	17,000	14 to 18	14 x 20"	General.
Yi Sze Pao	1915	MD—Chinese	10,000	12 to 14	14½ x 20"	Social welfare.
Chun Chiang Pao	1921	MD—Chinese	27,000	4 to 6	8¾ x 8½"	General.
Kwong Nyi Sin Wen	1931	MD—Chinese	2,000	4	9 x 13"	Mining.
Sha Pao	1928	MD—Chinese	28,000	4	8½ x 14"	General.
Peiping Chronicle	....	MD-exS—English	1,500	8 to 14	14½ x 20"	Foreigners.
Yenching Gazette	1933	English & Chinese	.....	6 to 8	14 x 20"	Educational.

(*Continued on page 262*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 261)

CHINA—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
SHANGHAI						
Central China Daily News	1932	MD—Chinese	35,000 A	8	14¼ x 20"	All classes.
China Evening News	1932	ED—Chinese	25,000 A	4	15 x 20½"	All classes.
China Press	1911	MD—English	5,000 A	16	16 x 21"	Europeans and Chinese.
China Times	1908	MD—Chinese	40,000 A	16	15 x 20½"	All classes.
Deutsche Shanghai Zeitung	1932	MD—German	1,000 A	8	12¾ x 20"	Germans.
Eastern Times	1904	MD—Chinese	75,000 A	8	15 x 20½"	Educated Chinese.
Hoiness	1926	MD—Chinese	17,000 A	2	14 x 20"	All classes.
Le Journal de Shanghai	....	MD—French	2,000 A	12-16	17 x 21¼"	French.
Modern Daily News	1932	MD—Chinese	10,000 A	4	9 x 14"	All classes.
North China Daily News (U. S. 15)	1850	MD—English	9,500 A	20-22	17¼ x 22½"	Europeans and Chinese.
Shanghai Evening Post & Mercury (U. S. 15)	1856	ED-exS—English	7,000 A	14-24	16½ x 21"	Europeans and Chinese.
Shanghai Morning Post	1932	MD—Chinese	32,000 A	12	15 x 21"	All classes.
Shanghai Mainichi Shimbun	1918	MED—Japanese	6,000 A	8	15 x 20½"	Japanese.
Shanghai Nippo	1912	MED—Japanese	3,500 A	8	15 x 13"	Japanese.
Shanghai Times	1901	MD—English	5,000 A	16	16½ x 21"	Europeans and Chinese.
Shanghai Zaria	1925	MED—Russian	3,500 A	8-12	15¾ x 21"	Russians.
Shun Pao (U. S. 19)	1872	MD—Chinese	110,000 A	28	15¼ x 20"	All classes.
Sin Wan Pao	1893	MD—Chinese	150,000 A	16-20	15⅞ x 20"	All classes. Most widely circulated paper.
Slovo	1929	MD—Russian	5,000	10-12	16½ x 19¾"	Russians.
The Crystal	1919	MD—Chinese	50,000 A	4	9 x 13¾"	All classes.
TIENTSIN						
North China Star	1918	MD—English	3,000 R	12-16	14½ x 20"	English speaking.
Peking & Tientsin Times	1894	MD—English	1,200 X	14-16	14½ x 20"	English speaking.
Ta Kung Pao	1902	MD—Chinese	50,000 A	14-16	16 x 20"	Educated classes.
Yi Shih Pao (U. S. 10)	1915	MD—Chinese	35,000 A	14-16	16½ x 20½"	Business & Official
Yung Pao	1926	MD—Chinese	10,000 A	12	14½ x 20"	Business men.
Shang Pao	1928	MD—Chinese	4,000 A	12	14 x 20"	Business men, racing followers.
Hsin Tientsin Daily News	1925	MD—Chinese	15,000 A	16	9¾ x 14"	Middle class.
Deutsch-Chinesische Nachrichten	1929	MD—German	800 X	24-36	10½ x 16"	Germans.
Nasha Zaria	1928	MD—Russian	1,000 X	8-16	14½ x 20"	Russians.
Tientsin Nippo Sha	1899	MD ED—Japanese	2,000 R	4	14 x 20"	Japanese.
Keishin Nichi Nichi Shimbun Sha	1918	MD-ED-Japanese	1,800 R	4	15 x 20"	Japanese.
Tientsin Wu Pao	1911	MD—Chinese	16,000 R	12	10 x 13½"	Lower and middle.
TSINANFU						
Chen Kwong Jih Pao	1929	MD—Chinese	2,500	4	14½ x 20"	Business men.
Cheng Pao	1931	MD—Chinese	3,000	8	14½ x 19½"	Business men.
Hwa Pei Sin Wan	1932	ED—Chinese	1,000	8	10 x 14"	Upper class.
Shantung Min Kuo Jih Pao	1930	MD—Chinese	15,000	12	13½ x 19½"	General.
Shangtung Jih Pao	1932	MD—Chinese	2,000	8	14 x 19"	General.
Ping Min Jih Pao	1921	MD—Chinese	2,700	8	12 x 18"	Better class.
Tong Lu Jih Pao	1932	MD—Chinese	1,000	8	14 x 19"	.....
Tsinan Da Wan Pao	1932	ED—Chinese	800	4	10 x 14½"	Better class.
Tung Hsu Jih Pao	1921	MD—Chinese	3,000	4	14½ x 20"	General.
Tsinan Jih Pao	1916	MD—Chinese	5,800	4	12 x 15"	General.
Tsinan Van Pao	1930	ED—Chinese	16,000	12	9 x 14"	General.
TSINGTAO						
Tsingtao Times	1924	MD—exM-English	1,500	12	15 x 22"	English.
Ta Tsingtao Pao	1914	MD—Chinese	4,000	8	15 x 20"	General.
Tsingtao Shih Pao	1924	MD—Chinese	3,000	12	15 x 20"	General.
Tsingtao Min Pao	1930	MD—Chinese	4,000	12-14	14½ x 20"	General.
Tsingtao Cheng Pao	1933	MD—Chinese	800	8	14½ x 20"	.....
Cheng Pao	1928	MD—Chinese	1,500	12	14½ x 19¾"	.....
Ping Min Pao	1927	MD—Chinese	1,000	12	14 x 20"	.....
Kung Shang Hsin Pao	1929	MD—Chinese	3,600	10	14 x 19½"	Industrial & Commercial.
Tsingtao Jih Pao	1932	MD—Chinese	1,800	6-8	14½ x 20"	Business men.
Ta Chung Jih Pao	....	MD—Chinese	1,000	.....	14¼ x 19½"	.....
Kiao Au Tong Shun Jih Pao	1920	MD—Chinese	1,000	8	9 x 13¾"	.....
Kiao Tai Jih Pao	....	MD—Chinese	1,000	.....	14 x 20"	.....
Seito Shimpo	1915	MD—Japanese	5,000	8-12	14¾ x 20"	Japanese.
Santo Mainichi	....	MD—Japanese	3,000	.....	15 x 20"	Japanese.
The Koya	....	MD—Japanese	500	.....	6 x 9"	Literary.
WUHU						
Huan Kiang Jih Pao	1914	MD—Chinese	2,500	10	14½ x 19½"	Business men.
Wuhu Kung Shang Jih Pao	1915	MD—Chinese	2,500	10	14½ x 19½"	Industrial and commercial.
Wuhu Tao Pao	1933	MD—Chinese	1,500	8	14½ x 19½"	Business men.
TUNNANFU						
Da Wu Wei Pao	1927	MD—Chinese	2,000	4	12½ x 19"	.....
Fu Tan Pao	1929	MD—Chinese	4,000	4	12 x 20"	Merchants and officials and students
Kuan Pao	1918	MD—Chinese	4,000	4	13¼ x 20"	General.
Kunming Shih Chen Jih Pao	1930	MD—Chinese	2,000	4	14 x 20"	Industrial and commercial.
Min Kuo Jih Pao	1930	MD—Chinese	50,000	8	12½ x 19½"	General.
Min Sing Jih Pao	1932	MD—Chinese	2,000	4	13 x 18½"	Merchants and officials and students
Uyi Sheng Pao	1913	MD—Chinese	3,800	5	13¾ x 20"	Merchants and officials and students
Si Nan Jih Pao	1916	MD—Chinese	3,000	6	12¾ x 20"	Merchants and officials and students
Sin Shang Pao	1930	MD—Chinese	1,000	4	14½ x 20"	Commercial.
Yunnan Sin Pao	1925	MD—Chinese	5,400	4	12½ x 19½"	General.
Zao Wei Sin Pao	1916	MD—Chinese	5,000	6-8	12½ x 20"	General.

CHOSEN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
SEOUL						
Chosen Ilbo	1919	ED&MD—Korean	45,000 X	10	16 x 21¾"	General.
Chosen Shimbun	1925	MD&ED—JAP'SE	40,000 X	12	16 x 21¾"	General.
Chosen Shoko Shimbun	1923	ED—Japanese	7,000 X	8	16 x 21¾"	Business men.
Chosen Nichi Nichi Shimbun	1920	MD—Japanese	6,000 X	4	16 x 21¾"	General.
Keijo Nippo	1906	MD&ED—Jap'se	50,000 X	12	16 x 21¾"	Government, business and general.
Mai Il Shinpo	1905	ED&MD—Korean	25,000 X	10	16 x 21¾"	Government and general.
Seoul Press	1910	MD—English	5,000 X	4	13 x 23¼"	Government and foreign.
Chosen Choong-ang Ilbo	1921	MD&ED—Korean	35,000 X	8	16 x 21"	Farmers, small merchants, dents.
Dong a Ilbo	1919	MD&ED—Korean	50,000 X	10	16 x 21¾"	General and commercial.

JAPAN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
HIROSHIMA						
Chugoku Shimbun	1892	MD & ED—Jap.	250,000	12	15 x 20"	All classes.
HOKKAIDO						
Hokkai Times	1901	MD & ED—Jap.	100,000	8	21¾ x 16"	General.
Otaru Shimbun	1893	MD—Japanese	80,000	8	21¾ x 16"	General.
KEIJO (Chosen)						
Chosen Nippo	1920	MD & ED—Korean	100,000	8	21¾ x 16"	General.
Chosen Shimbun	1888	MD & ED—Jap.	50,000 X	6	21¾ x 16"	General.
Keijo Nippo	1906	MD & ED—Jap.	100,000 X	8	21¾ x 16"	General.
Toa Nippo	1920	ED—Korean	138,750	4-8	21¾ x 16"	General.
KOBE						
Japan Chronicle	1891	MD—English	5,000 X	8	21½ x 18"	English-speaking.
Shimbun	1897	MD & ED—Jap.	100,000	8	21¾ x 16"	General.
Kobe Yushin Nippo	1884	MD & ED—Jap.	80,000	8	21¾ x 16"	General.
KYOTO						
Kyoto Hinode	1876	MD & ED—Jap.	100,000 X	4	21¾ x 16"	General.
Kyoto Nichi-Nichi	1900	MD & ED—Jap.	100,000	4-8	21¾ x 16"	General.
MIYAZAKI						
Ohita Nippo	1922	ED—Japanese	20,000	4	21¾ x 16"	General.
Ohita Nishu Shimbun	1903	MD & ED—Jap.	23,000 Z	4	21¾ x 16"	General.
NAGASAKI						
Nagasaki Minyu Shimbun	1924	ED—Japanese	20,000	4	21¾ x 16"	General.
NAGOYA						
Nagoya Shimbun	1894	MD & ED—Jap.	250,000	4-8	21 x 16"	General.
Shin Aichi	1889	MD & ED—Jap.	300,000	4-10	21 x 16"	General.
OSAKA						
Nikkan Kogyo Shimbun	1915	MD—Japanese	90,000 X	8	21¾ x 16"	Industrial.
Nihon Orimono Shimbun	1906	MD—Japanese	8,000 X	4	21¾ x 16"	Textile.
Osaka Asahi Shimbun (U. S. 19)	1878	MD & ED—Jap.	1,350,000	12	21¾ x 16"	General.
Osaka Mainichi Shimbun	1888	MD & ED—Jap.	1,300,000 X	12 & 4	21¾ x 16"	General.
Osaka Mainichi Shimbun	1922	MD—English	300,000 X	8	21¾ x 16"	English-speaking.
SENDAI						
Kahoku Shimpo (Kahoku Daily News)	1897	MD & ED-exS—Japanese	130,000	12	.....	General.
TOKYO						
Hochi Shimbun	1872	ED & MD—Jap.	400,000	4-8	21¾ x 16"	General.
Japan Advertiser (U. S. 6)	1911	MD—English	15,000 X	10	22½ x 18¼"	English-speaking.
Japan Times	1896	ED—English	15,000 X	8-16	23½ x 18¼"	English-speaking.
Jiji Shimpo	1882	MD & ED—Jap.	500,000 X	4-12	21¾ x 16"	Middle.
Kwanpo (Official Gazette)	....	MD—Japanese	50,000 X	40	12 x 9"	Official.
Kokumin Shimbun	1890	MD & ED—Jap.	150,000 X	8	21¾ x 16"	General.
Miyako Shimbun	1884	MD—Japanese	150,000 X	14	21¾ x 16"	General.
Chugai Shogyo Shimpo	1876	MD & ED—Jap.	100,000 X	8	21¾ x 16"	Sport.
Tokyo Asahi Shimbun (U. S. 19)	1888	MD & ED—Jap.	1,100,000	10	21¾ x 16"	General.
Tokyo Nichi Nichi Shimbun	1872	MD & ED—Jap.	1,100,000	10	21¾ x 16"	General.
Yomiuri Shimbun	1862	MD & ED—Jap.	500,000	4-8	21¾ x 16"	General.
YAMAGATA						
Yamagata Shimbun	1876	MD & ED—Jap.	43,000	4	21¾ x 16"	General.
Yokohama Boeki Shimpo	1890	MD—Japanese	100,000	8	21¾ x 16"	Commercial.

JAVA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BANDOENG						
Algemeen Indisch Dagblad, de Preangerbode	1898	ED—Dutch	5,500 A	12-16	41½ x 57½ cm.	General.
Kaoem Moeda	1857	ED—Malay	1,000 A	4	30 x 40½ cm.	Natives.
De Koerier	....	ED—Dutch	5,000 A	8	34 x 50 cm.	Europeans (Some Catholic).
BATAVIA						
Bataviaasch Nieuwsblad	1884	ED—Dutch	4,500 A	12-16	37½ x 51 cm.	All classes.
Bintang Timoer	1925	ED—Malay	3,000 A	8	35 x 50 cm.	Natives.
Het Nieuws van den Dag v. N. I.	1895	ED—Dutch	5,000 A	16-20	29½ x 47 cm.	All classes.
Java Bode (U. S. 15)	1851	ED—Dutch	6,000 A	12-16	36 x 52 cm.	All classes.
Keng Po	1923	ED—Malay	3,000 A	4	55 x 75 cm.	Natives & Chin.
Siang Po (U. S. 15)	1902	ED—Malay	3,000 A	8-12	55 x 75 cm.	Conservative Chinese.
Sin Po (Chinese edition)	1921	ED—Chinese	3,000 A	8	36 x 52 cm.	Chinese.
Sin Po (Malay edition)	1909	ED—Malay	7,000 A	12	55 x 75 cm.	Better class.
De Volkstem	1932	ED—Dutch	1,500 A	8	36 x 52 cm.	General public.
CHERIBON						
Het Noorden	1919	ED—Dutch	1,100 A	6-12	33½ x 51½ cm.	General.
DJOCJAKARTA						
Dagblad Mataram	1903	MD & ED—Dutch	1,850	12	50 x 31 cm.	Europeans.
MALANG						
De Malanger	1925	ED—Dutch	1,500	10	42 x 34 cm.	Europeans.
MAKASSAR						
Makassarsche Courant	1895	ED—Dutch	1,000	12	54 x 37 cm.	Europeans.
MENADO						
Het Menado Bulletin	....	Dutch	800 R	8	50 x 33 cm.	Europeans.
SEMARANG						
Algemeen Handelsblad	1923	ED—Dutch	4,000 R	14	59 x 39 cm.	Europeans.
Djawa-Tengah	1909	ED—Malay	4,000 R	12	53 x 37 cm.	Chinese.
Dagblad de Locomotief	1851	ED—Dutch	5,500	16	65 x 45 cm.	Europeans.
SOEKABOEMI						
Soekaboemi Post	1918	ED—Dutch	500 A	4	35 x 40 cm.	General public.
SURABAYA						
De Indische Courant	1921	ED—Dutch	6,800	20	64 x 46 cm.	Europeans.
Nieuwe Soerabaja Courant	1836	ED—Dutch	2,100	12	59 x 39 cm.	Europeans.
Pewarta Soerabaia	1903	ED—Malay	4,000 R	12	55 x 37 cm.	Chinese.
Sin Tit Po (formerly Sin Jit Po) (U. S. 15)	1923	ED—Malay	5,000	14	55 x 37½ cm.	Chinese.
Soerabaiasch Handelsblad	1852	ED—Dutch	5,000	20	59 x 39 cm.	Europeans.
Tay Kong Siang Po	1922	ED—Chinese	4,000	12	55 x 37 cm.	Chinese.

SUMATRA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
MEDAN						
De Deli Courant	1885	ED-exS—Dutch	4,000	14	16 x 22½"	Europeans & educated.
New China	1928	ED-exS—Chinese	3,800	20	14¾ x 21½"	Chinese.
Pelita-Andalas	1913	D-exS—Romanized Malay	2,000	10	14¾ x 21½"	Chinese & Malays.

(Continued on page 263)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page* 262)

SUMATRA—Continued

MEDAN

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Pewarta Deli	1909	ED-exS—Romanised Malay	1,800	10	14¾ x 21¾"	Malays, Javanese & sominese.e Ch
Sumatra Bin Poh	1925	ED-exS—Chinese	3,000	20	15 x 21¾"	Chinese.
De Sumatra Post (U. S. 15)	1898	ED-exS—Dutch (few ads in English)	3,100	14	16¼ x 23"	Europeans & educated.

PADANG

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Radio	....	ED—Malay	1,200 A	4	38 x 55 cm	Chinese & natives.
Sinar Sumatra	1896	ED—Malay	1,500 A	4	37½ x 56 cm	Chinese & natives.
Sumatra Bode	1894	ED—Dutch	1,500 A	12	36 x 50 cm	Europeans.

SIAM

BANGKOK

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Bangkok Times	1887	ED—English	1,500	8	17 x 23"	Europeans, government workers.
City Star	1934	MD—Siamese	4,500	32	12 x 17½"	Siamese government workers, & public.
[illegible] Daily News	1930	MD—Siamese	5,000	32	11 x 15½"	Siamese government workers, & public.
Krungdeb Varasab Daily News	1931	MD—Siamese	3,500	40	11 x 15½"	Siamese government workers, & public.
Lak Muang Daily News	1924	MD—Siamese	4,000	20	11 x 15½"	Siamese government workers, & public.
Min Kok Daily News	1925	ED—Chinese	3,000	24	14¼ x 21½"	Chinese.
The Nation	1932	MD—Siamese	8,000	34	11 x 16"	Siamese government workers, & public.
Siam News	1932	MD—Siamese	3,500	32	11 x 15½"	Siamese government workers, & public.
Siam Rashdra Daily News	1924	MD—Siamese	30,000	16	12 x 17½"	Siamese government workers, & public.
Sikrung Daily News	1918	MD—Siamese	10,000	24	12 x 17½"	General public.
Tai Mai	1930	MD—Siamese	7,500	40	11 x 15½"	General public.
Tong Wah Min Poh	1922	ED—Chinese	3,200	22	13¼ x 21½"	Chinese.
Wah Khiew Daily News	1918	ED—Chinese	3,500	26	14½ x 21"	Chinese.

STRAITS SETTLEMENTS (British Malaya)

IPOH

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
The Times of Malaya & Planters' and Miners Gazette	1904	ED—English	10,000	12-16	20 x 15"	Europeans & educated Asiatics.

KUALA LUMPUR

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
The Malay Mail	1896	ED—English	......	16	20 x 15"	Europeans & Asiatics.

PENANG

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Kwong Wah Yit Poh	1910	MD—Chinese	4,200	24	21½ x 15½"	Chinese.
Penang Sin Poe	1896	ED—Chinese	2,500 X	24	13 x 18"	Chinese.
Pinang Gazette & Straits Chronicle	1833	ED—English	2,500 R	20	20 x 15"	Europeans & educated.
Straits Echo	1903	MD—English	5,000	16	19 x 24"	English-speaking.

SINGAPORE

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
The Malaya Tribune	....	ED—English	10,100	20	20 x 15"	Business & educated public.
Nanyang Siang Pau	1922	MD—Chinese	8,000	24	19½ x 13"	Chinese.
The Nanyo Nichi-Nichi Shimbun	1913	D—Japanese	2,500	4	15½ x 21½"	Japanese.
Sin Chung Jit Poh	1935	D—Chinese	......	8	......	Chinese population.
Sin Kuo Min	....	ED—Chinese	3,600	20	14 x 18"	Chinese merchants.
Singapore Free Press	1835	MD—English	3,600	16	20 x 15"	High class.
Straits Times	....	ED—English	......	20	20 x 15"	All classes.
The union Times	1898	MD—Chinese	8,000 X	24	20 x 15"	Chinese merchants.
Warta Malaya (U. S. 15) (U. S. 10)	1930	ED—Malay	3,000	20	13 x 9.6"	Malays.

FRENCH INDO-CHINA

CHOLON

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
L'Information Chinoise de Cochinchine	1924	ED—Chinese	8,000	20	56 x 36 cm	Chinese.
La Gazette Chinoise	1929	MD—Chinese	3,000	14	80 x 50 cm	Chinese.

HANOI

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Ngo Bao	1926	MD—Anamese	10,000	6	90 x 61 cm	Natives.
L'Ami du Peuple l'Indochinois	....	D—French	......	......	......	......
L'Avenir du Tonkin	1883	MD—French	......	4	61 x 45 cm	General.
Bao Dong-Phap	1925	MD—Annamite (quoc-ngu characters)	5,000	4	60 x 45 cm	Natives.
Le Courrier d'Haiphong	1886	MD—French	......	......	60 x 45 cm	General.
France-Indochine	1918	ED—French	2,000	4-6	60 x 45 cm	Middle class.
L'Independence Tonkinoise	1888	MD—French	......	......	63 x 44 cm	General.
Thuc-Nghiep Dan Bao	1921	MD—Annamite (quoc-ngu characters	......	4	46 x 61 cm	Natives
Trung-Bac-Tan-Van	1913	MD—Annamite (quoc-ngu characters	......	......	61 x 45 cm	

SAIGON

Name of Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Cong Luan	1915	MD—Annamite (quoc-ngu characters)	3,500	8	22 x 17"	Natives.
Dien Tin	1924	MD—Annamite (quoc-ngu characters)	5,000	8	22 x 17"	Natives.
Duoc Nha Nam	1930	MD—Annamite (quoc-ngu characters)	3,000	8	23 x 17"	Natives.
L'Populaire de l'Indochine	1929	MD—French	2,200	6	22 x 17"	French & natives.
Saigon	1932	MD—Annamite (quoc-ngu characters)	4,500	8	22 x 17"	Natives.
L'Impartial	1916	ED—French	......	6-8	66 x 53 cm	French.
Luc Tinh-Tan-Van	1908	ED—Annamite (quoc-ngu characters)	3,500	6	45 x 63 cm	Officials, professional & business men
L'Opinion et de Le Courrier de Saigon	1895	D—French	3,500	6-8	65 x 45 cm	General.
La Presse Indochinoise	1924	D—French	1,000	4-6	47 x 6 6cm	Business men.

INDIA

AHMEDABAD

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Sandesh	1923	MD—Gujerati	14,000 Z	8	24 x 18"	All classes.

ALLAHABAD

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Bharat	1928	MD—Hindi	5,000	16	9 x 11"	Educated classes.
The Leader	1909	MD,ED—English	15,000	16-20	......	Educated classes.

BENARES

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Aj	1920	ED—Hindi	15,000	8	20 x 13"	All classes.

BOMBAY

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Bombay Chronicle	1913	MD ED—English	15,000 A	......	12 x 16"	Upper & middle.
Bombay Samachar	1822	MD—Gujerati	22,000	12-24	18 x 22"	Commercial & educated.
Evening News of India	1923	ED—English	7,500	16	12½ x 18"	European & upper classes.
Hindustan & Prajamitra	1851	ED-exS—Gujerati	7,000	12	......	Middle & upper.
Jame Jamshed	1832	MD-exS—English & Gujerati	6,500 A	16	......	Better classes.
Khilafat Daily	1921	MD—Hindustani	5,000	8	32 x 42"	Medium class.
Nawakal	1923	MD*—Marathi	10,000 A	10	35 x 45"	General.
Sanj Vartaman	1902	ED-exS—Gujerati & English	8,000	16-28	12 x 20"	Merchants & educated.
Times of India	1838	MD—English	35,000	14 18-20	18 x 25"	European, Parsee, & best type of Indian.

CALCUTTA

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Advance	1920	MD—English	18,000	12-16	17½ x 35"	Upper middle class.
Amrita Bazar Patrika	1868	MD—English	30,000	16	21" x 7 col.	English-speaking.
Ananda Bazar Patrika	1878	MD—English	40,000	12	21 x 16"	All classes.
Banga Bani	1929	MD-exFri—Bengali	20,000	8	......	Intelligentsia and business.
The Basumati	1881	MD—Bengali	35,000	12	20¼ x 13½"	General.
Calcutta Exchange Gazette (U. S. 10)	1818	MD—English	3,003	50	10 x 7½"	Business.
Star of India (formerly Bengalee 1878)	1932	ED—English	6,500	12	21 x 15¼"	European & educated Muslims & Hindus.
The Statesman	1875	MD-exMon—English	42,895	14-28	16¼ x 21¾"	All speaking English.
The Vishwamitra	1916	MD—Hindi	25,000	......	20 x 15¾"	Landlords, merchants.

CAWNPORE

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Pratap (U. S. 10)	....	D—Hindi	12,000	8	20 x 13"	All classes.

DELHI

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
The Hindustan Times	1924	MD—English	18,000	16	18 x 13¾"	Educated people.

KARACHI

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Daily Gazette	1883	ED—English	4,000	12-24	11½ x 17½"	Officials, professional & business.
Sind Observer	1912	MD—English	......	10-18	20 x 26"	General.
Sind Samachar	1924	MD—Gujerati	3,000	12	44" x 4 col.	Hindus, Moslems, Parsis.

LAHORE

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Civil & Military Gazette	1872	MD—English	12,523	20	18 x 11¼"	English & high class
Daily Herald (U. S. 19)	1926	ED—English	6,000	8	20 x 30"	Hindu community
Daily Pratap (U. S. 19)	1919	MD—Urdu	24,000	20	13 x 10"	Princes, ruling chiefs, etc.
Tribune	1881	ED MD—English	8,000	15	20 x 26"	Chiefly Indians.

LUCKNOW

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
The Daily Hamdam	1914	MD ED—Urdu	10,000	10	20 x 26"	Educated Muslims & merchants.

MADRAS

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Andhra Patrika	1913	ED—Telugu	6,000	16	22¼ x 17½"	Telugu reading.
Dravidan	1916	ED—Tamil	4,000	12	20 x 13½"	Constitutional.
The Hindu	1878	ED—English	26,000	12-24	23 x 18"	Nationalists.
Indian Express	1932	ED—English	500	12	22½ x 17"	All classes.
Justice	1915	ED—English	5,000	12	20 x 14½"	Constitutional.
Madras Mail	1868	ED—English	10,000	12-24	23½ x 17¾"	All classes.
The Swadesamitran	1882	ED—Tamil	16,500	12	17¾ x 23¼"	Indians and few Europeans.
Swarajya	1920	ED—English	5,000	10	22½ x 17½"	All classes.
Tamil Nadu	1919	ED—Tamil	8,500	12	22½ x 17"	Nationalists & Europeans.

POONA

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Daily Dnyanprakash	1849	MD-exMon*—Tamil	12,000 Z	8	20 x 5"	Wealthy & middle classes.

NEAR EAST

ARABIA

ADEN

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Reuters Telegrams	1918	ED—English	100	4	Cap-size	Officials and merchants.

IRAQ

BAGHDAD

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Iraq Times (U. S. 15)	1914	MD—English and Arabic	3,000 2,000 R	4	22 x 16½"	Foreigners and educated natives.

PALESTINE

JERUSALEM

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Doar Hayom (U. S. 15)	1919	MD—Biblical Hebrew	5-8,000	4-10	25 x 37"	Well-to-do.
Palestine Bulletin	1923	MD—English	2,000	4	17 x 10½"	Professional community.

IRAN

TEHERAN

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
Ittelaat	1926	ED-exFri-Persian	4,000 L	8	15½ x 22"	Politicians and merchants.
Iran	1863	Daily Iranian	6,000 X	4	20 x 28½"	Politicians and merchants.
Kooshesh	1922	Daily—Persian	2,000 L	4	15½ x 22"	Officials.
Setareh'ye Djehane	1928	MD—Iranian and French	1,500 L	4	15⅝ x 22¼"	Upper class.

SYRIA

ALEPPO

Name or Paper	Estab	Issued—Language	Circ	No Pgs	Pg Size	Appeal
At-Takaddom	1908	ED—Arabic	900	4	18 x 12"	Christian aristocrats.
E Missak	1924	ED—Arabic	800	4	18 x 12	Educated Moslems.

(*Continued on page* 264)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 263*)

SYRIA—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BEIRUT						
Al Ahrar	1923	D-exMon-Arabic.	7,000 5,000 L	4	19 x 25"	All classes.
Al Ahwal	1891	D—exS—Arabic..	1,500 L	4	17½ x 24"	Merchants.
Al-Balagh	1910	D-exFri-Arabic..	1,500 L	4	19 x 25"	Moslems.
Al-Bark	1908	D-exMon-Arabic.	1,000 L	4	18½ x 24½"	All classes.
Al-Jawayeb	1926	MD—exMon—Arabic	3,500 L	4	19 x 25"	All classes.
Lissan-Ul Hal (U. S. 15)	1877	ED-exS-Arabic..	3,500 L	6	17 x 24"	Higher class.
L'Orient (U. S. 15)	1923	MD—exMon—French	2,500	4	18 x 24"	Higher class of natives.
Le Reveil	1906	D—exS—French.	1,000 L	4	18½ x 24½"	Clerical party.
La Syrie (U. S. 15)	1919	MD—exMon—French	2,000	4	18 x 24"	French Army and officials.
DAMASCUS						
Alafba	1920	MD—Arabic	1,800 X	4	25 x 19"	Educated Syrians.
Fata-el-Arab	1918	MD—Arabic	2,000 X	4	22 x 16"	Moslem fanatics, Syrians.
Moaktabas	1903	MD—Arabic	1,000 X	4	22 x 16"	Moslems, educated Syrians.
Omran	1920	MD—Arabic	600 X	4	22 x 16"	Syrians, mixed.
Rayilam	1908	MD—Arabic	1,500 X	4	25 x 16"	Syrian Moslems.
Souria	1919	MD—Arabic	500 X	4	22 x 16"	Syrian Christian

AFRICA

EGYPT

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ALEXANDRIA						
Anatoli	1932	ED—Greek	5,000	6	406 x 550 mm	Greek speaking
Al Basir	1897	MD—Arabic	5,000	8-12	18½ x 27½ cm.	Business men.
Al Borsa	1922	MD—Arabic	2,000	6	57 x 82 cm.	Arabic-speaking.
La Bourse Egyptienne (Alexandria Edition) (U. S. 15)	1900	ED-exS—French.	15,000	6-8	54 x 41 cm.	Business & professional.
Egyptian Gazette (Alexandria Edition)	1880	MD—English	20,000	8	62 x 47 cm.	General.
Egyptian Mail	1910	MD-exMon—English	15,000	8-12	52 x 39 cm.	English-speaking.
Ephimeris (U. S. 15)	1910	MD-exMon—Greek	30,000	6	54 x 41 cm.	Greek residents.
La Gazette d'Orient	1927	ND-exS—French.	5,000	6	19 x 24½"	French-reading.
Il Giornale d'Orient (U. S. 15)	1890	MD-exS—Italian	20,000	6-8	52 x 39 cm.	Italian colon.
Journal du Commerce et de la Marine	1909	ED-exS—French.	15,000	4	18¼ x 24"	Commercial.
Le Phare	1924	ED—French	6,000	4	17¾ x 23½"	General.
La Reforme (U. S. 15)	1899	ND-exS—French.	8,000	6-8	54 x 41 cm.	General.
Al Rouchdist	1913	MD—Arabic	5,000	4	57 x 41 cm.	Egyptians.
Tachydromos-Homonia (U. S. 15)	1881	MD-exMon—Greek	8,000	8	16½ x 22½ cm.	Greek residents.
Wadinnil	1909	MD—Arabic	5,000	12	16¼ x 22½ cm.	Arabic readers
CAIRO						
Al Ahram (U. S. 15)	1875	MD—Arabic	70,000	16-20	54 x 39½ cm.	Egyptian public.
Arev	1915	ED—Armenian	2,000	4	60 x 47 cm.	Armenian colony.
Al Balagh	1922	ED—Arabic	.....	12	55 x 39 cm.	Egyptian public.
La Bourse Egyptienne (Cairo edition) (U. S. 15)	1900	ED—French	.....	12-16	52 x 39 cm.	Business men.
Clio	1914	MD—Greek	4,500	4-6	62 x 47 cm.	Greek public.
Egyptian Mail (U. S. 15)	1910	MD—English	.....	8-12	52 x 39 cm.	English colony.
Il Giornale D'Oriente (L'Imparziale) (U. S. 15)	1890	MD—Italian	.....	6-8	52 x 39 cm.	Italian community.
Al Guehad	1931	MD—Arabic	.....	12	55 x 39 cm.	Organ of Wafd party.)
Al Ittehad	1925	ED—Arabic	5,000	8	54 x 40 cm.	General public.
Le Journal du Claire	1898	ND—French	.....	6-10	52 x 39 cm.	Europeans.
Kairon (U. S. 15)	1873	ED—Greek	5,000	4-6	62 x 47 cm.	Greek-speaking
Kawkab el Chark	1924	ED—Arabic	35,000	12-20	60 x 43 cm.	Egyptians.
La Liberte	1912	MD—French	5,000	8	56 x 40 cm.	Europeans.
Mier	1895	ED—Arabic	5,000	6	54 x 39½ cm.	Coptic community
Al Mokattam (U. S. 15)	1888	ED—Arabic	35,000	12	54 x 39 cm.	Egyptian public.
Phos (U. S. 15)	1901	MD—Greek	5,000	6-10	62 x 44 cm.	Greek community..
Rose el Youssef	1935	MD—Arabic	22,000	16	55 x 40 cm.	Better-class Egyptians.
Al Shaab	1930	ED—Arabic	10,000	16-32	39 x 27 cm.	Select Egyptians.
Al Siasa	1922	ED—Arabic	4,000	8	56 x 40 cm.	General public.
PORT SAID						
La Tribune	1932	ED—French	1,200 X	4	56 x 40 cm.	Merchants, general public.

ALGERIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ALGIERS						
L'Algerie	1897	ED-exS—French.	65,000	4	24 x 14½"	Business men.
La Depeche Algerienne	1887	MD*—French	65,000	8	23½ x 16½"	All classes.
L'Echo d'Alger	1912	MD*—French	65,000	8	23¾ x 16½"	All classes.
La Presse Libre (U. S. 6)	1927	MD*—French	32,000 Z	8	24¾ x 17¾"	All classes.
BONE						
La Depeche de l'Est (U.S. 6)	1887	MD—French	10,000	4-6	21 x 15¼"	All classes.
CONSTANTINE						
La Depeche de Constantine	1907	MD—French	5,000 X	6	23 x 17"	All classes.
La Republican	1877	ED-exS—French.	2,000 X	4	22 x 15"	All classes.
ORAN						
La Depeche Oranaise	1916	ED—French	6,000 X	4	23½ x 17¾"	All classes.
Echo d'Oran	1844	MD—French	85,000	10-16	17¾ x 23½"	All classes.
Petit Oranais	1880	ED—French	2,800	4	17¾ x 23½"	All classes.
Oran Matin (U. S. 6)	1932	MD—French	45,000	10-16	23¼ x 17"	All classes.

BRITISH EAST AFRICA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
MOMBASA (Kenya Colony)						
Mombasa Times	1902	MD—English	600	10	20 x 12½"	Europeans & educated natives.
NAIROBI						
East African Standard	1903	MD—English	2,900	10-12	19½ x 24"	General.
DAR-ES-SALAAM (Tanganyika)						
Tanganyika Standard	....	MD—English	824 1,000	4 28	20 x 25" 12½ x 20"	Europeans & natives

BRITISH WEST AFRICA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
LAGOS (Nigeria)						
Lagos Daily News	1922	MD—English	3,000	4	10 x 15"	All classes.
Nigerian Daily Telegraph	1926	MD—English	3,000	8	11½ x 17½"	All classes.
The Nigerian Daily Times	1924	MD—English	5,000	12	11½ x 17½"	Europeans & educated Africans.

BRITISH WEST AFRICA—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
FREETOWN (Sierra Leone)						
Sierra Leone Daily Guardian	1902	MD—English	1,200	8	12 x 17"	All classes.
Sierra Leone Daily Mail	1910	MD—English	1,500	6	12 x 17"	All classes.

GOLD COAST

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ACCRA						
African Morning Post	1934	D—English	3,000	8	18¾ x 11½"	General.
Times of West Africa	1930	D—English	.....	4	17½ x 11½"	General.

LIBYA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BENGASI (Cirenaica)						
La Cirenaica	1928	MD—Italian	1,800	4	57 x 42 cm.	All classes.
TRIPOLI (Tripolitania)						
Avvenireddi Tripoli	1928	MD-exMon—Italian	5,000	4	57 x 44 cm.	All classes.

MAURITIUS

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
PORT LOUIS						
Le Mauricien	1908	ED-exS—French.	3,200		18 x 13"	French & Indian.
Le Radical	1897	ED-exS—French.	4,200	4	26 x 20"	General population
The Planters & Commercial Gazette	1850	MD—French and English	.....	4	20" x 6 col.	General.
Le Cernoen	1832	ED—French	.....	4	21" x 6 col.	General.

MOROCCO

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
CASABLANCA						
Le Petit Marocain	1920	MD—French	29,000 A	10-16	17 x 24½"	Europeans & educated natives.
La Presse Marocaine	1913	MD—French	9,000 A	8	17½ x 24½"	European public.
Le Soir Marocain	1929	ED—French	12,000	8	17½ x 23½"	European public.
La Vigie Marocaine	1907	ED—French	50,000 A	10-16	17 x 26½"	Europeans & educated natives.
FEZ						
Courrier du Maroc	1929	MD—French	13,000 A	6-8	17 x 24½"	Europeans & educated natives.
RABAT						
L'Echo du Maroc	1912	MD—French	23,000 A	10-12	17 x 24½"	Europeans & educated natives.
TANGIER						
La Depeche Marocaine	1905	ED—French	500 R	4	60 x 90 cm.	General.
Heraldo de Marruecos	1924	MD—Spanish	500	4	106 x 88 cm.	General.
El Porvenir	1900	ED—Spanish	500	4	50 x 38 cm.	General.

PORTUGUESE EAST AFRICA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
LOURENCO MARQUES						
Lourenco Marques Guardian (U. S. 4)	1905	MD-exS—English and Portuguese.	1,500 X	6	22½ x 17½"	General.
Noticias	1926	MD-exS—Portuguese	4,000 X	14	13 x 20"	General.

REUNION

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
SAINT DENIS						
Le Peuple	1908	MD-exS—French	.....	2	22 x 15"	General.

RHODESIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BULAWAYO						
Bulawayo Chronicle (U.S. 4)	1893	MD—English	.....	.....	17 x 22½"	All classes.
SALISBURY						
Rhodesia Herald	1891	MD—English	.....	.....	17 x 22½"	All classes.

UNION OF SOUTH AFRICA

(Circulation figures withheld by publishers)

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BLOEMFONTEIN						
The Friend (U. S. 4)	1850	MD—English	.....	12	21½ x 15½"	All classes.
Die Volksblad (U. S. 6)	1914	MD—Afrikaans	.....	8	22 x 16"	Afrikaas-speaking
CAPE TOWN						
Cape Argus (U. S. 4)	1857	ED—English	.....	20-24	21 x 17½"	All classes.
Cape Times (U. S. 6)	1876	MD—English	.....	12-24	25 x 18"	.....
Die Burger (U. S. 6)	1914	MD—Afrikaans	.....	10	16¼ x 24"	Afrikaans.
DURBAN						
Natal Advertiser (U. S. 4)	1880	ED—English	.....	18	21 x 17½"	All classes.
Natal Mercury (U. S. 6)	1852	MD—English	.....	20	27½ x 20½"	All classes.
EAST LONDON						
Dispatch (U. S. 4)	1872	MD—English	.....	12	26 x 19½"	Business men.
JOHANNESBURG						
Rand Daily Mail (U. S. 6)	1902	MD—English	.....	14	17 x 24½"	English-speaking
Star (U. S. 4)	1887	ED—English	.....	16-24	23½ x 17½"	English-speaking
KIMBERLEY						
Diamond Fields Advertiser (U. S. 4)	1878	MD—English	.....	8	20 x 15½"	All classes.
PIETERMARITZBURG						
Natal Witness (U. S. 4)	1846	MD ED—English	.....	20	24½ x 17½"	All classes.
PRETORIA						
De Volksteem (U. S. 6)	1873	ED—Afrikaans	.....	4	.....	Dutch-speaking
News (U. S. 4)	1898	ED—English	.....	20	22 x 14½"	All classes.
PORT ELIZABETH						
Eastern Province Herald (U. S. 4)	....	MD—English	.....	.....	20 x 15½"	General.
QUEENSTOWN						
Daily Representative (U. S. 4)	....	ED—English	.....	.....	20 x 15½"	.....

DAILY NEWSPAPERS OF THE ANTIPODES

NEW SOUTH WALES

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ALBURY						
Border Morning Mail	1888	MD—English	.....	8	17½x22½" 13 cms	General.
Bathurst Times	1853	MD—English	.....	6-8	20" 13 cms.	General.
Bathurst Nat'l Advocate	1888	MD—English	3,457	4-8	24 x 30"	General.
BROKEN HILL						
Barrier Miner	1888	ED—English	4,700	4-8	.....	.....
Barrier Truth	1898	MD—English	5,146	6-8	20" x 8 13 cm cols.	General.
CANBERRA						
Canberra Times	1926	MD—English	6,400	8	.....	General.

(*Continued on page 265*)

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 264*)

AUSTRALIA—Continued

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
CASINO						
Richmond River Express	1870	English	.....	4-8	25 x 40"	General.
GOULBURN						
Goulburn Penny Post	1870	ED—English	.....	6-8-10	24 x 17½"	General.
GRAFTON						
Daily Examiner	1859	MD—English	5,000		22" x 13 ems	General.
KATOOMBA						
Katoomba Daily	....	MD—English	.....		.....	.....
LISMORE						
Northern Star	1876	MD—English	8,700	12-20	.....	.....
MAITLAND						
Maitland Mercury	1843	ED—English	6,500	8-12	21" x 13½ ems	General.
MURWILLUMBAH						
Tweed Daily	....	MD—English	3,300	6-8	22" x 13 ems	General.
NEWCASTLE						
Newcastle Herald & Miners' Advocate	1858	MD—English	24,923	10	22" x 8 13 em cols	General.
Newcastle Sun	....	ED—English	15,000	10-20	22" x 7 cols	General.
SYDNEY						
Com'l News & Shipping List	....	MD—English	.....	8	20" x 8 13 em cols.	General.
Morning Herald	1831	MD—English	220,000	20-32	24" x 8 14½ em cols.	General.
Labor Daily	1924	MD—English	83,500	8-20	22" x 8 12½ em cols.	General.
The Sun	1910	ED—English	280,265	12-40	22" x 8 12½ em cols.	General.
Telegraph	1879	MD—English	100,906	16	22" x 7 12½ em cols.	General.
TAMWORTH						
Northern Leader	1872	MD—English	11,980	8-12	24" x 7 14 em cols.	General.
WAGGA WAGGA						
Advertiser Daily	1868	MD—English	.....	6-8	23" x 8 13 em cols.	General.

VICTORIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BALLARAT						
Ballarat Courier	1867	MD—English	.....	10-20	.....	General.
Ballarat Mail	1894	ED—English	....	4	24 x 40"	General.
CASTELMAINE						
Castlemaine Mail	1854	MD—English	1,500	.....	.....	General.
ECHUCA						
Riverine Herald	....	MD—English	.....	4	8 cols	General.
GEELONG						
Geelong Advertiser	1840	MD—English	10,000	10-16	.....	.....
MELBOURNE						
The Age	1854	MD—English	104,926	16-32	24" x 8 13 em cols.	General.
The Argus	....	MD—English	99,001	16-44	24½"x8 13 em cols.	General.
Com. News & Shipping List	....	MD—English	.....	8	20" x 7 13 em cols.	Commercial.
Herald (U. S. 6)	....	ED—English	171,619	24-28	22" x 8 13 em cols.	General.
The Star	1933	ED—English	42,389	28-48	17½" x 5 13 em cols.	General.
Sun News-Pictorial (U. S. 6)	1922	MD—English	201,915	36	15" x 5 12 em cols.	General.
WARRNAMBOOL						
Warrnambool Standard	1872	MD—English	.....	12	7 and 8 cols	General.

QUEENSLAND

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
BRISBANE						
Courier Mail	1933	MD—English	65,179	18-24	23½" x 8 13 em col.	General.
Standard	....	ED—English	.....	12-16	23½" x 8 13 em col.	General.
The Telegraph	1872	ED—English	35,000	20-24	24" x 8 13 em cols.	General.
BUNDABERG						
Bundaberg Daily News & Mail	1870	MD—English	4,000	8-16	22" x 7 13 em cols.	General.
Bundaberg Times	....	MD—English	2,000	.....	20½" x 7 13 em col.	General.
CAIRNS						
Cairns Post	1882	MD—English	7,000	10-16	22" x 8 13 em cols.	General.
Cairns Times	1882	MD—English	1,600	4	15" x 4 13 em cols.	General.
CHARTERS TOWERS						
Northern Miner	1871	MD—English	3,968	4-8	21½" x 7 13 em col.	General.
IPSWICH						
Queensland Times	1861	MD—English	8,148	10-16	22" x 7 13 em cols.	General.
MACKAY						
Mercury	1866	MD—English	6,000	12-16	7 13 em cols	General.
MARYBOROUGH						
Maryborough Chronicle	1860	MD—English	6,000	8-12	24" x 7 13 em cols.	General.
ROCKHAMPTON						
Bulletin	1861	MD—English	10,000	12-16	21½" x 8 13 em col.	General.
News	1868	ED—English	4,000	16-20	17" x 5 13 em cols.	General.
TOOWOOMBA						
Toowoomba Chronicle	1858	MD—English	13,000	10-12	24" x 8 13 em cols.	General.
TOWNSVILLE						
Townsville Bulletin	1866	MD—English	11,000	12-16	24" x 8 13 em cols.	General.
Townsville Star	1900	ED—English	4,000	8	21" x 7 13 em cols.	General.
WARWICK						
Warwick News	....	MD—English	4,000	8	22" x 0 13 em cols.	General.

SOUTH AUSTRALIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ADELAIDE						
Advertiser (U. S. 6)	1856	MD—English	94,571	20-32	24" x 8 13 em cols.	General.
Com'l News & Shipping List	1911	MD—English	.....	10-24	22" x 8 13 em cols.	Commercial.
News	1923	ED—English	40,000	10-24	22" x 8 13 em cols.	General.
PORT PIRIE						
Recorder	1889	English	2,300	4	.....	.....

WESTERN AUSTRALIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
PERTH						
News	1884	ED—English	19,250	10-12	22" x 8 13 em cols.	General.
West Australian	1833	MD—English	64,938	20	24½" x 8 13 em col.	General.

TASMANIA

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
HOBART						
Mercury	1854	MD—English	18,208	12-18	24" x 8 13 em cols.	General.
LAUNCESTON						
Examiner	1842	MD—English	.....	12-16	.....	General.

NEW ZEALAND

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Pg. Size	Appeal
ASHBURTON						
Ashburton Guardian	1880	ED—English	3,000	8	22" x 7 cols	Agricultural.
AUCKLAND						
Auckland Star	1869	ED—English	53,000 A	18	22" x 8 cols	City public.
New Zealand Herald	1863	MD—English	60,000 A	20	24" x 8 cols	City public.
BLENHEIM						
Marlborough Express	1866	ED—English	3,110	8	17½ x 21"	General public.
CARTERTON						
Wairarapa Daily News	1869	ED—English	1,100 A	8	15¾ x 19½"	Agricultural.
CHRISTCHURCH						
Christchurch Star	1868	ED—English	20,716 A	10-24	24" x 8 cols	General.
The Press	1861	MD—English	22,000 A	22	24" x 8 cols	Middle and upper classes.
DANNEVIRKE						
Dannevirke Evening News	1888	ED—English	2,000 A	8	22" x 7 cols	Agricultural.
DARGAVILLE						
North Auckland Times	....	ED—English	2,000 A	8	20" x 6 cols	Farming community.
DUNEDIN						
Evening Star	1863	ED—English	17,000 A	10-24	22" x 8 cols	City public.
Otago Daily Times	1860	MD—English	22,500 A	12-24	24" x 8 cols	City public.
FEILDING						
Feilding Star	1877	MD—English	1,200 A	8	20" x 7 cols	Agricultural.
GISBORNE						
Gisborne Times	1890	MD—English	4,000 A	10	24" x 8 cols	General and rural.
Poverty Bay Herald	1874	ED—English	5,206	8	22" x 8 cols	General and rural.
GORE						
Nataura Ensign	1875	MD—English	1,200 A	8-12	18 x 23½"	Farming and general.
GREYMOUTH						
Greymouth Evening Star	1865	MD—English	5,000 A	8	22" x 7 cols	Mining and mfg
Grey River Argus	1865	MD—English	5,200 A	8	22½" x 8 cols	Mining and mfg.
HAMILTON						
Waikato Times	1872	ED—English	7,500 A	12	23½" x 8 cols	General public.
HASTINGS						
Hawkes Bay Tribune	1896	MD—English	5,500 A	8-12	22" x 8 cols	General & farm'g
HAWERA						
Hawera Star	1880	ED—English	2,500 A	8-12	22" x 7 cols	General & farm'g
INVERCARGILL						
Southland Daily News	1861	ED—English	7,000 A	12-24	24" x 8 cols	General public.
Southland Times	1862	MD—English	8,150	12-16	24" x 8 cols	Town & country.
LEVIN						
Levin Chroncile	1892	ED—English	1,000 A	8	20" x 6 cols	Farming, dairy'g.
MARTON						
Rangitikei Advocate	1874	ED—English	1,050 A	6	15½ x 21½"	Farming.
MASTERTON						
Wairarapa Age	1881	MD—English	3,500 A	10-14	21½" x 7 cols	Farming.
Wairarapa Daily Times	1874	ED—English	2,500 A	8-14	21½" x 7 cols	Farming.
NAPIER						
Daily Telegraph	1871	ED—English	4,500 A	8	17¾ x 21¾"	General.
Hawkes Bay Herald	1857	MD—English	4,500	10-16	22" x 8 cols	General.
NELSON						
Evening Mail	1888	ED—English	5,000 A	10	22½" x 8 cols	General & farm'g
NEW PLYMOUTH						
Taranaki Daily News	1857	MD—English	8,600	12-20	24" x 8 cols	General & farm'g
Taranaki Herald	1852	ED—English	5,158	12-20	22" x 8 cols	General & farm'g
OAMARU						
Oamaru Mail	1876	ED—English	3,500 A	8-16	22" x 8 cols	General.
OPOTIKI						
East Coast Guardian	1900	ED—English	650 A	4	24 x 18"	General public.
PALMERSTON NORTH						
Hanawatu Daily Times	1875	MD—English	5,250 A	8-12	22" x 8 cols	General.
Manawatu Standard	1880	ED—English	6,000 A	12-16	22" x 8 cols	General.
ROTORUA						
Rotorua Post	1885	MD—English	900 A	4	23" x 7 cols	General & farm'g
STRATFORD						
Stratford Post	1890	ED—English	1,500	6-8	22" x 7 cols	Dairying, pastoral.
TAUMARANUI						
Taumaranui Press	1906	MD—English	710 A	8	24 x 18"	General and rural.
TAURANGA						
Bay of Plenty Times	1872	ED—English	936	4	24" x 8 cols	General and rural.
THAMES						
Thames Star	....	ED—English	550 A	8	24" x 8 cols	General public
TIMARU						
Timaru Herald	1864	MD—English	7,500	12-20	23½" x 7 col	General.
WAIMATE						
Daily Advertiser	1898	ED—English	1,100 A	8-12	13½ x 19½"	Agricultural.
WANGANUI						
Wanganui Chroncile	1856	MD—English	5,500 A	12-16	22" x 8 cols	General public.
Wanganui Herald	1876	ED—English	5,500 A	10-16	22" x 7 cols	General public.
WELLINGTON						
Dominion	1907	MD—English	30,000 A	10-24	18 x 23"	City public.
Evening Post	1885	ED—English	23,000 A	10-24	19½" x 21¾"	City public.
WESTPORT						
Westport News	1870	MD—English	2,000 A	8	12½ x 19½"	Mining, pastoral.
Westport Times	1866	ED—English	1,000 A	8	18 x 28½"	Mining, pastoral.
WHANGAREI						
Northern Advocate	1875	ED—English	3,500 A	8	24 : 20"	General, rural.

INDEX TO 1936 INTERNATIONAL YEAR BOOK CONTENTS

A

ABC Newspaper Circulation Analysis 142-146

Accounting—
- Books on 199

Advertising Agencies—
- Chief Executives of 164-183
- of Canada 182-183
- of United States 164-182
- Recognized by American Newspaper Publishers' Association. 164-183
- Recognized by Local Publishers. 164-183
- Recognized by Southern Newspaper Publishers Association.. 164-183
- Recommended for Recognition by Agricultural Publishers Association 164-183
- Space Buyers of 164-183

Advertising—
- Art Services 114
- Associations and Clubs 210-212
- Books on 199
- Managers Canadian Newspapers. 111-114
- Managers U. S. Newspapers.... 14-111
- Rates, Newspapers of England.. 237
- Rates, Newspapers of Ireland.. 242
- Rates, Newspapers of Scotland. 242
- Rates, Newspapers of Wales... 242
- Rates, U. S. Foreign Language Newspapers 202-207
- Rates, U. S. Daily Newspapers. 14-111
- Rates, Canadian Newspapers.... 111-114
- Ready Reckoner 124
- Special Representatives of Newspapers, Canada 120
- Special Representatives of Newspapers, U. S. 116-120
- Special Representatives of Foreign Newspapers 244

Africa, Newspapers 264

Alabama Newspapers 14

Alaska Newspapers 110

Alberta Newspapers 111

American Journalism—
- Books on 198

American Newspapers 14-111

Argentine Newspapers 244-246

Algeria, Newspapers of 264

Arizona Newspapers 15

Arkansas Newspapers 15-16

Asia, Newspapers of 260-263

Associate Editors, U. S. and Canadian Newspapers 233-234

Associations—
- Advertising—U. S. 210
- British 242-243
- Newspaper—U. S. and Canada.. 210
- Press 210
- Publishers—U. S. and Canada... 210

Audit Bureau of Circulations, Newspaper Analysis 142-146

Australian Newspapers 264-265

Austrian Newspapers 251

Automotive Editors—U. S. and Canada 230-231

Autobiography and Biography—
- Books on 198

Aviation Editors—U. S. and Canada 232

Azores Newspapers 258

B

Barbados Newspapers 249

Basic Facts on Newspapers 126

Belgian Newspapers 251

Bermuda Newspapers 249

Book Critics—U. S. and Canada.. 226-227

Books on—
- Accounting 199
- Adventures and Reminiscences.. 200
- Advertising Art and Layout 199
- Advertising 199
- Advertising Copy 199
- Advertising History and Biography 199
- Advertising Psychology 199
- Advertising Specialties 199
- Agricultural Journalism 199
- American Journalism 198
- Autobiography and Biography... 198
- British Journalism 198
- Business Office Tecnique 199
- Cartoons 198
- Censorship 199
- Circulation 198
- Collections of News Stories 198
- Copyreading 198
- Country Weeklies 199
- Editorial Collections 198
- Editorial Department Technique 198
- Feature Writing 198
- Fiction 200
- Foreign Journalism 198
- Foreign Language Press 199
- Freedom of the Press 199
- French Journalism 198
- German Journalism 198
- Headline Writing 198
- House Organs 199
- Industrial Journalism 199
- Influence of the Press 199
- Journalism as a Profession 198
- Journalistic History 198
- Law of the Press 199
- Libel 199
- Negro Press 199
- Newspaper Ethics 199
- Newspaper Libraries 198
- Newspaper Making 198
- News Writing 198
- Opportunities in Journalism.... 199
- Photography 198
- Plays 200
- Poetry 200
- Printing and Engraving 199
- Publicity and Propaganda 199
- Radio and the Press 199
- Religious Journalism 199
- Special Writing 198
- Women in Journalism 199

British—
- Advertising Associations and Clubs 242-243
- Associations of Journalists 243
- British Columbia Newspapers of 111
- East Africa, Newspapers 264
- Newspapers 237-242
- Newspaper Associations 243

Business Managers—
- Canadian Newspapers 111-114
- U. S. Newspapers 14-111
- Business Office Technique Books on 199

C

California Newspapers 16-20

Canada—
- A. B. C. Analysis of Circulation. 146
- Advertising Agencies 182
- Newspapers of 111-114
- Newspaper and Job Mechanical Superintendents 111-114
- Newspaper Rates 111-114
- Newspaper Business Managers.. 111-114
- Newspaper Advertising Managers 111-114
- Newspaper Circulation Managers 111-114
- Newspaper City Editors 111-114
- Newspaper Classified Advertising Managers 111-114
- Newspaper Editors 111-114
- Newspaper General Managers... 111-114
- Newspaper Job Department.... 111-114
- Newspaper Mechanical Superintendents 111-114
- Newspaper Merchandising Papers 111-114
- Newspaper Publishers 111-114
- Newspaper Sports Editors 111-114
- Newspaper Sunday Editors 111-114
- Ready Reckoner, Newspaper.. 124
- Rates and Circulations 111-114
- Rotogravure Sections 217

Carrier Boy Services 140

Carrier Publications 140

Cannons of Journalism 21

Cartoonists, U. S. and Canada 221-222

Cartoons, Books on 198

Celebes Newspapers 249

Censorship, Books on 199

Chain Newspapers, U. S. and Canada 128

Channel Islands, Newspapers of... 261

Chief Editorial Writers, U. S. and Canada 218-220

Chilean Newspapers 247

Chinese Newspapers 261-62

Circulation—
- British Newspapers 237-242
- U. S. Newspapers, English Language 14-111
- U. S., Foreign Langauge Newspapers 202-207

Circulation Managers—
- Canadian Newspapers 111-114
- U. S. Daily Newspapers 14-111
- Circulation, Books on 199

City Editors—
- Canadian Newspapers 111-114
- U. S. Newspapers 14-111

Classified Advertising Managers—
- Canadian Newspapers 111-114
- U. S. Newspapers 14-111

(*Continued on page 268*)

PRINCIPAL FEATURES OF 1936 YEAR BOOK

Pages.

- Directory of United States English Language Daily Newspapers 14-111
- Directory of Canadian Daily Newspapers 111-114
- Directory of Newspaper Advertising Representatives.. 116-120
- Ready Reckoner of Newspaper Advertising Rates and Circulations 124
- Principal Newspaper Chains of U. S. and Canada 126
- Ten-Year Record of Newspaper Linage, 23 Principal U. S. Cities 128-129
- Wage Scales for Principal Newspaper Crafts 130-132
- Press Gallery of the Congress of the U. S. 136-140
- Newspapers Operating Radio Stations 235
- A. B. C. Analysis of Newspaper Circulation 142
- Directory of Advertising Agencies 160-182
- Directory of Feature Syndicates 184-192
- Schools of Journalism 194-196
- Books 198-200
- Directory of U. S. Foreign Language Newspapers 202-207
- Principal Negro Newspapers, U. S. 208
- Associations and Clubs, Etc. 210-212
- Principal Departmental Editors of U. S. and Canada.. 218-234
- Foreign Press Press Correspondents in U. S. 215
- Directory of British Newspapers 237-242
- International Directory of Newspapers 244-265

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INDEX TO 1936 INTERNATIONAL YEAR BOOK CONTENTS—Continued

(*Continued from page 266*)

Clubs—
- British Advertising 242-243
- Newspaper, U. S. 210-212
- Press, U. S. 210-212

Collections of News Stories, Books on 198
Colorado Newspapers 20-21
Columnists, U. S. and Canada Newspapers 220-221
Composition of Printer's Metals... 114
Connecticut Newspapers 22
Cooking Schools 190
Copyreading, Books on 198
Country Weeklies, Book on 199
Cut Services 114

Correspondents—
- Foreign Newspapers in U. S. ... 215
- Out-of-town Newspapers in New York 114
- Washington 136-140

Clubs—
- Newspapers—U. S. and Canada.210-212

Cuban Newspapers 249

D

Danish Newspapers 251
Delaware Newspapers 24

Daily Newspapers—
- Canada 111-114
- City Editors—U. S..... 14-111
- Editors—U. S..... 14-111
- Foreign Countries 244-265
- Great Britain 237-242
- General Managers—U. S..... 14-111
- Managing Editors 14-111
- Publishers 14-111
- Special Advertising Representatives 116-120
- Sports Editors—U. S..... 14-111

District of Columbia Newspapers.. 24

E

Ecuador Newspapers 248
Editorials, Collection of 198
Editorial Department Technique, Books on 198
Editorial Writers—U. S. and Canada 218-220
Editors—Canadian Newspapers ...111-114
Editors—U. S. 14-111

Editors—
- Merchandising Papers, Canada. 214
- Merchandising Papers, U. S.... 214

Editor & Publisher Promotion Awards 46
Egypt, Newspapers of..... 264
English Newspaper Advertising Rates 237-242
English Newspaper Advertising Representatives 120
English Newspaper Circulations..237-242
Ethics, Newspaper, Books on..... 199
Evening Newspaper Advertising Rates, U. S. and Canada..... 14-114
Executive Personnel, U. S. Daily Newspapers 14-111
Executive Personnel, Canadian Newspapers 111-114

F

Foreign Daily Newspaper—
- Africa 264
- Alberta 264
- Algeria 264
- Antilles 264-265
- Antipodes 264-265
- Arabia 263
- Argentina 244-246
- Asia 260-263
- Australia 264-265
- Austria 251
- Azores Islands 258
- Bahamas 249
- Barbados 249
- Belgian 251
- Bermuda 249
- Bolivia 246
- Brazil 246-247
- British East Africa—West Africa 264
- British Columbia 111
- Bulgaria 251
- Burma 260
- Celebes 262
- British Honduras 250
- British West Indies..... 249
- Canary Islands 250
- Central America 250
- Ceylon 260
- Chile 247
- China 261-262
- Colombia 247-248
- Costa Rica 249
- Cuba 249
- Curacao 249
- Czecho-Slovakia 251
- Danzig 254
- Denmark 251
- Dominican Republic 249
- Ecuador 248
- Egypt 264
- Estonia 251
- Finland 251 252
- France 252-254
- French Indo China 263
- Germany 254-256
- Goldcoast 264
- Great Britain 237-242
- Greece 256-257
- Guatemala 250
- Haiti 249
- Honduras 250
- India 263
- Iran 263
- Iraq 263
- Ireland 242
- Italy 257
- Jamaica 249
- Japan 262
- Java 262
- Jugoslavia 251
- Latvia 257
- Libya 264
- Lithuania 257
- Madeira 258
- Manitoba 111
- Martinique 249
- Mauritius 264
- Mexico 250-251
- Morocco 264
- Netherland West Indies 249
- Netherlands 257-258
- New Zealand 265
- New Brunswick 111
- Nicaragua 250
- Norway 258
- Nova Scotia 112
- Ontario 112-113
- Palestine 263
- Panama 250
- Paraguay 248
- Peru 248
- Poland 258
- Portugal 258
- Portuguese East Africa 264
- Puerto Rico 249
- Quebec 113-114
- Queensland 265
- Reunion Island 264
- Roumania 258
- Salvador 250
- Saskatchewan 114
- Scotland 242
- Siam 263
- South Australia 265
- Soviet Union 258
- Spain 258-259
- Sweden 259-260
- Straits Settlements 263
- Switzerland 260
- Sumatra 262-263
- Syria 264
- Tasmania 265
- Trinidad 249
- Tunisia 265
- Turkey 260
- Uruguay 248
- Union of South Africa 264
- Valparaiso 247
- Venezuela 248-249
- Victory 265
- Wales 248-249
- Western Australia 265
- Yugoslavia 260

Foreign Journalism, Books on..... 199
Foreign Language Dailies, etc., U. S. 202-207
Foreign Language Press, Books on 199

Feature Writing—
- Books on 198

Feature Syndicates 184-192
Fiction, Books of 200
Financial Editors, U. S. and Canada 222-223
Finnish Newspapers 251-252
Florida Newspapers 24-26

Foreign—
- Correspondents in U. S..... 215
- Newspapers 202-207

Freedom of the Press, Books on.. 199
Foreword 13
French Journalism, Books on..... 198
French Newspapers 252-254

G

General Managers—
- Canadian Newspapers 111-114
- U. S. Newspapers, English..... 14-111
- U. S. Foreign Language Newspapers 202-207

Georgia Newspapers 26-28
German Journalism, Books on.... 198
German Newspapers 254-256
Gravure Editors, U. S. and Canadian Newspapers 232-233
Gravure Newspapers 217

Great Britain—
- Advertising Association and Clubs 242-243
- Journalistic Associations 243
- Newspapers of 237-242
- Newspaper Associations 242

Grecian Newspapers 256-257
Gridiron Club, Members of..... 13[illegible]
Group Newspapers ..... 12[illegible]
Guilds, Newspaper, U. S..... 11[illegible]

H

Haiti, Newspapers of..... [illegible]
Hawaii, Newspapers of..... [illegible]
Headline Writing, Books on..... [illegible]
High Schools, Journalism Books for [illegible]
Histories, American Journalism.... [illegible]
House Organs, Books on..... [illegible]

I

Idaho Newspapers ..... [illegible]
Illinois Newspapers ..... [illegible]
Influence of the Press, Books on..
Indiana Newspapers ..... [illegible]
Industrial Journalism, Books on.. [illegible]
International Directory of Newspapers .....244-2[illegible]
Iowa Newspapers ..... [illegible]

Ireland—
- Newspapers of ..... [illegible]

Italian Newspapers ..... [illegible]

J

Japanese Newspapers ..... [illegible]
Java, Newspapers of ..... [illegible]

Job Departments—
- Superintendents, Canadian Newspapers .....111-1[illegible]
- Superintendents, U. S. Newspapers ..... 14-1[illegible]

Journalism—
- Canons of ..... [illegible]
- Profession, Books on ..... [illegible]
- History, Books on ..... [illegible]
- Pulitzer Prize Awards (1934)... [illegible]
- Schools, U. S. .....194-1[illegible]

Jugoslav Newspapers ..... [illegible]

K

Kansas Newspapers ..... [illegible]
Kentucky Newspapers ..... [illegible]
Key to Special Representatives.... [illegible]
Key to Personnel Pages..... [illegible]
Key to Rates ..... [illegible]
Key to Circulations ..... [illegible]

L

Labor Wage Scales .....13[illegible]
Latin-American Newspapers .....244-[illegible]
Latvian Newspapers ..... [illegible]
Law and Libel, Books on ..... [illegible]
Libraries, Books on ..... [illegible]
Librarians, U. S. and Canadian Newspapers ..... [illegible]

(*Continued on page 270*)

NEWSPAPER COLOR
in the
COLOR COMIC SECTION

Newspaper color—which generally means the Color Comic Section—has brought to newspaper publishers new revenue AND a highly specialized problem.

This problem requires specialized development, specialized selling and specialized mechanical handling.

Our organization takes this problem completely out of your hands. We have lived with comic section advertising practically since its inception. Our work is the development and sale of color advertising for the comic sections we represent. And it is also our business to follow a campaign through every step after the sale of space.

Serving our publishers in this capacity we developed the plan of furnishing full-page printing material to them in magazine plastic mat form. This has very decidedly improved their color registration and general reproductions. In solving this difficult problem everyone has benefited. It is a definite contribution to publishing.

We are specialists in Color Comic Section advertising. Because of this specialization the papers we represent enjoy increased revenue from their comic section with a minimum of effort and cost on their part.

This specialized service is proving its value to the following papers. It will prove its value to you.

COMIC SECTION ADVERTISING
CORPORATION

CHRYSLER BUILDING NEW YORK

Miami Herald
Peoria Star
Terre Haute Tribune
Scranton Scrantonian
Grand Rapids Herald
Aurora Beacon News
Bangor News
New Bedford Standard Times
Clarksburg Exponent-Telegram
Marion Chronicle
New Brunswick Times
Troy Observer
Athens Messenger

Dallas News
Charlotte Observer
Greenville News
Brooklyn Eagle
Lima News
Anderson Herald
Cumberland Times
Beckley Register
Parkersburg News
South Bend News Times
Jamaica Press
Zanesville Times Signal

Fort Worth Star Telegram
Fort Wayne Journal Gazette
Springfield State Journal
Wilkes-Barre Independent
Wheeling News Intelligencer
Montreal Standard
Manila, P. I., Herald
STAUFFER GROUP
Grand Island Independent
Independence Reporter
Arkansas City Traveler
Pittsburg Headlight Sun
Shawnee News-Star

INDEX TO 1936 INTERNATIONAL YEAR BOOK CONTENTS

(*Continued from page 268*)

Linage, Advertising in U. S. Newspapers, 1927-35 128-129
Libya, Newspapers of 264
Lithuanian Newspapers 257
Local Advertising Rates 14-111
Louisiana Newspapers 44-46

M

Madeira Newspapers 258
Maine Newspapers 46
Managers—
Advertising, U. S. Daily Newspapers 14-111
Circulations, U. S. Daily Newspapers 14-111
Classified Advertising, U. S. Daily Newspapers 14-111

Managing Editors—
Canadian Newspapers 111-114
U. S. Newspapers 14-111
Manitoba Newspapers 111
Manuals of Newspaper Work 198
Maryland Newspapers 48
Massachusetts Newspapers 48-52
Mat Services 114
Measures (type), Newspapers 183

Mechanical Superintendents—
Canadian Newspapers 111-114
U. S. Newspapers 14-111
Mechanical Department, Wage Scales 130-132
Merchandising Newspapers 214
Merchandising Services Operated by Newspapers 216
Mexican Newspapers 250-251
Michigan Newspapers 52-56
Minnesota Newspapers 56-57
Minimum Local Advertising Rates, Newspapers 14-111
Milline Rates 126
Minimum National Advertising Rates, Newspapers 14-111
Mississippi Newspapers 57-58
Missouri Newspapers 58-60
Montana Newspapers 60-62
Morning Newspapers, U. S. and Canada 14-114
Morocco Newspapers 264
Motion Picture Critics, U. S. and Canada 231-232
Music Critics, U. S. and Canada 224-225

N

Nebraska Newspapers 62
Negro Newspapers, U. S. 208
Negro Press, Books on 199
Nevada Newspapers 63
New Brunswick Newspapers 111
New Hampshire Newspapers 63
New Jersey Newspapers 63-64
New Mexico Newspapers 64

Newspapers—
A. B. C. Analysis of 142-146
Advertising Representatives, U. S. 116-120
Advertising Representatives, Canada 120
Advertising Linage, 23 Cities, U. S. 1926-35 128-129
Alabama 14
Alaska 111
Arizona 15
Arkansas 15-16
Associations 210-212
British 237-242
California 16-20
Canada 111-114
Colorado 20-21
Connecticut 22
Correspondents, Washington 136-140
Correspondents, Foreign in U. S. 215
Correspondents in New York 114
Cuba 249
Editors, U. S. 14-111
Delaware 24
District of Columbia 24
England 237
Florida 24-26
Foreign Correspondents, U. S. 215
Foreign Language, U. S. 202-207
General Managers 14-111
Georgia 26-28
Group Newspapers 126
Guilds 114
Hawaii 28
Idaho 29
Illinois 29-34
Indiana 34-39
Iowa 39-40
Ireland 242
Issued in Tabloid Form 200
Kansas 40-42
Kentucky 42-44
Louisiana 44-46
Linage, U. S., 23 Cities, 1926-35 128-129
Maine 46
Manitoba 111
Maryland 48
Massachusetts 48-52
Mechanical Superintendents 14-111
Merchandising Papers 214
Michigan 52-56
Minnesota 56-57
Mississippi 57-58
Missouri 58-60
Montana 60-62
Nebraska 62
Negro, U. S. 208
Netherlands 257-258
Nevada 63
New Brunswick 111
New Hampshire 63
New Jersey 63-64
New Mexico 64
New York 66-74
North Carolina 74-76
North Dakota 76
Norwegian 258
Nova Scotia 112
Ohio 76-84
Offering Merchandising Cooperation 216
Oklahoma 84-86
Ontario 112-113
Operating Radio Stations 235
Oregon 86-88
Pennsylvania 88-96
Philippine Islands 111
Puerto Rico 111
Quebec 113-114
Radio Affiliations 235
Ready Reckoner, Rates and Circulation 124
Rhode Island 96
Rotogravure Editors 232-233
Rotogravure Sections 217
Saskatchewan 114
Scotland 242
South Carolina 96
South Dakota 96-98
Special Advertising Representatives 116-120
Sports Editors 14-111
Summary Rates and Circulations 124
Tabloids 200
Tennessee 98-100
Texas 100-104
Utah 105
Vermont 105
Virginia 105-106
Wales 242
Washington 106-107
West Virginia 107-108
Wisconsin 108-110
Wyoming 110
New Brunswick Newspapers 111
Newspaper Making, Books on 198
Newspapers Operating a Merchandising Service 216
News Writing, Books on 198
New Zealand Newspapers 265
North Carolina Newspapers 74-76
North Dakota Newspapers 76
Nova Scotia Newspapers 112

O

Ohio Newspapers 76-84
Oklahoma Newspapers 84-86
Opportunities in Journalism, Books on 199
Oregon Newspapers 86-88

P

Palestine Newspapers 263
Paraguay Newspapers 248
Pennsylvania Newspapers 88-96
Personnel, Executive, U. S. Daily Newspapers 14-111
Peruvian Newspapers 248
Philippine Newspapers 111
Photographic Services 192
Photography, Books on 198
Postal Information 78
Plays, Newspaper 200
Portuguese Newspapers 258
Puerto Rican Newspapers 111, 249

Population—
British Cities 237-242
Canadian 111-114
U. S. Cities 14-111
Press Associations, U. S. 210-212
Press Clubs, U. S. 210-212
Press Gallery, U. S. Senate 136-140
Press Services 190
Prince Edward Island Newspapers 113
Printing and Engraving, Books on 199
Promotion Awards, Editor & Publisher (1934) 46
Publicity and Propaganda, Books on 199

Publishers—
Associations, U. S. 210-212
Canadian Daily Newspapers 111-114
U. S. Daily Newspapers 14-111
Publishing—
British Associations 242-243
Canadian Associations 210-212
U. S. Associations 210-212
Pulitzer Journalistic Prize Awards 46

Q

Quebec Newspapers 113-114

R

Radio and the Press, Books on 199
Radio Editors, U. S. and Canadian Newspapers 223-224
Radio Stations 235
Religious Syndicates and Services 190
Rates, Newspapers 14-111
Reunion Island, Newspapers 264
Research Services 192
Rotogravure Editors 232-233
Rotogravure Sections 217
Ready Reckoner 124
Religious Journalism, Books on 199
Rhode Island Newspapers 96
Rumanian Newspapers 258

S

Saskatchewan Newspapers 114
Schools—
of Journalism 194-196
Pulitzer School of Journalism Prize Awards 46
Scotland—
Newspapers of 242
Society Editors, U. S. and Canada 227-229
South Carolina Newspapers 96
South African Newspapers 264
South American Newspapers 244-249
South Dakota Newspapers 96-98
Soviet Union Newspapers 258
Spanish Newspapers 258-259
Special Syndicate Services 192
Special—
Advertising Representatives, Canada 120
Advertising Representatives, U. S. 116-120
Writing, Books on 198
Straits Settlements Newspapers 263
Sumatra, Newspapers of 262-263

Sunday—
Newspapers, U. S. 14-111
Superintendents, Mechanical 14-111
Swedish Newspapers 254-260
Switzerland Newspapers 260
Syndicates, Address, Editors, Managers 184-192
Syrian Newspapers 264

T

Tabloid Newspapers 200
Tennessee Newspapers 98-100
Territory of Hawaii Newspapers 28
Texas Newspapers 100-104
Theatrical Critics 225-226
Trade Press Syndicates 192
Trinidad Newspapers 249
Tunisia Newspapers 264
Turkish Newspapers 260

U

United States—
Advertising Agencies 164-182
Cities 14-111
City Editors 14-111
Clubs and Associations 210
Foreign Language Newspapers 202-207
Foreign Newspaper Correspondents 215
Newspapers 14-111
Newspapers, Merchandising Papers 214
Newspapers, Negro 208
Postal Information 78
Publishing Associations 210-212
Ready Reckoner Newspaper Rates and Circulations 124
Senate Press Gallery 136-140
Special Newspaper Advertising Representatives 116-120
Tabloid Newspapers 200
Union of So. Africa Newspapers 264
Uruguay Newspapers 248
Utah Newspapers 105

V

Venezuela Newspapers 248-249
Vermont Newspapers 105
Virginia Newspapers 105-106

W

Wage Scales, Mechanical 130-132
Wales Newspapers 242
Washington Correspondents 136-140
Washington Newspapers 106-107
West Virginia Newspapers 107-108
Wisconsin Newspapers 108-110
Women in Journalism, Books on 199
Women's National Press Club 235
Women's Page Editors 229-230
Wyoming Newspapers 110

Y

Yugoslavian Newspapers 260

(U.P.)

The credit line
that assures you of

(U.P.) ACCURACY

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(U.P.) INDEPENDENCE

(U.P.) WORLD WIDE
NEWS COVERAGE

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UNITED PRESS
FOR DOMINANT NEWS COVERAGE

INDEX TO 1936 INTERNATIONAL YEAR BOOK ADVERTISEMENTS

ADVERTISING AGENCIES

N. W. Ayer & Son, Inc. 165

ASSOCIATIONS

American Petroleum Institute 172, 173
Aeronautical Chamber of Commerce of America, Inc. 172, 173
American Iron and Steel Institute 172, 173
American Tariff League 172, 173
Association of American Railroads, 172, 173
Associated Business Papers 172, 173
Associated Wool Industries 172, 173
Better Vision Institute 172, 173
Committee on Public Relations of the Eastern Railroads 172, 173
Edison Electric Institute 172, 173
Foreign Policy Association Publications 172, 173
Glycerine Producers' Association 172, 173
Institute of Foreign Travel 172, 173
Machinery and Allied Products Institute 172, 173
Mandeville Press Bureau 172, 173
National Association of Manufacturers 172, 173
The National Conference of Jews and Christians 172, 173
National Recreation Association 172, 173
Portland Cement Association 172, 173
The Radio Institute of Audible Arts, 172, 173
Tanners' Council of America 172, 173
Western Railways' Committee on Public Relations 172, 173
Women Investors in America, Inc. 172, 173

CIRCULATION BUILDERS

DePriest, Hudson & Associates 223
Hickey-Mitchell Co. 225
John Morrison Co. 145
Newspaper Boys of America 223
Publishers Service Co., Inc. 143

COMIC SECTIONS

Comic Section Advertising Corp. 269

COOKING SCHOOLS

Home Economics Service Corp. 211

EMPLOYMENT AGENCIES

I. C. M. A. 221
Sigma Delta Chi 196
E. & P. Personnel Service

EQUIPMENT AND SUPPLIES

Bingham Brothers Co. 200
Black Rock Mfg. Co. 167
Burgess Cellulose Co. 120
Cameron Machine Co. 157
Certified Dry Mat Corp. 4
Challenge Machinery Co. 151
Cline Electric Mfg. Co. 3
Corkpak Co., Inc. 227
Cushman Electric Co. 168
Duplex Printing Press Co. 51
Fitzpatrick Felt Manufacturing Co. 224
Howard Flint Ink Co. 127
General Electric Co. 130, 131
Goodrich Rubber Co. 75
Goodyear Tire & Rubber Co. Inside Back Cover
Goss Printing Press Co. 267
R. Hoe & Co. 134, 135
Ideal Roller & Mfg. Co. 133
International Printing Ink Co. 177
Intertype Corporation 2
Lake Erie Stereotype Equipment Co. 153
Ludlow Typograph Co. 121
Manhattan Rubber Co. Division 139
Master Etching Machine Co., Inc. 223
Mergenthaler Linotype Co. 9
Morley Button Mfg. Co. 132
Geo. H. Morrill Co. 119
New England Newspaper Supply Co. 214
H. B. Rouse & Co. 175, 196
Walter Scott & Co. 115
Standard Engraving Equipment Co. 171
Tingue, Brown & Co. 163
Vandercook & Sons, Inc. 178
Vulcan Proofing Co. 59
Wood Flong Corp. 148
Wood Newspaper Machinery Corp. News section

FEATURE LEADERS

George Matthew Adams Service 192
Ray Barnes 192
Carlisle Crutcher 192
Central News of America 192
Chicago Tribune-New York Daily News Syndicate 186, 187
Dudgeon Feature Service 192
John Allison Duncan 184
Ellis Service 190, 192
European Picture Service 192
Greylock Corp. 191
International Syndicate 188
Will Judy Press Syndicate 192
Junior Feature Syndicate 192
Ledger Syndicate 193
Hiram Mann 192
McClure Newspaper Syndicate 137
McCoy Health Service 184
McNaught Syndicate, Inc. 7
NEA Service, Inc. 185
New England Newspaper Service 192
New York Herald Tribune Syndicate 189
Park Row News Service, Inc. 192
Science Service 10
William Southern 192
George H. Stacy 188
Swan-McDonald News Section
Syndicate Features 192
Ullman Feature Service 192
United Features Syndicate News Section
Universal Press Association 192
Washington Features 192

MAGAZINES

Fact 191
The Quill 196
Today 219

MAT MANUFACTURERS

Burgess Cellulose Co. 120
Certified Dry Mat Co. 4
Morley Button Mfg. Co. 132
Wood Flong Corp. 148

NATIONAL NEWSPAPER REPRESENTATIVES

Franklin P. Alcorn & Co., Inc. 116, 117
Paul Block & Associates 116, 117
The Branham Co. 116, 117
Bryant, Griffith & Brunson, Inc. 116, 117
The John Budd Co. 116, 117
Burke, Kuipers & Mahoney, Inc. 116, 117
DeLisser, Boyd & Terhune, Inc. 116, 117
Devine-Tenney Corp. 116, 117
Charles H. Eddy Co. 116, 117
Kelly-Smith Co., Inc. 116, 117
Fred Kimball, Inc. 116, 117
I. A. Klein, Inc. 116, 117
Lorenzen & Thomson, Inc. 116, 117
George A. McDevitt Co. 116, 117
J. P. McKinney & Son 116, 117
M. C. Mogensen & Co. 116, 117
Ralph R. Mulligan 116, 117
O'Mara & Ormsbee, Inc. 116, 117
Prudden, King & Prudden, Inc. 116, 117
Reynolds-Fitzgerald, Inc. 116, 117
Small, Spencer, Brewer, Inc. 116, 117
Story, Brooks & Finley, Inc. 116, 117
Texas Daily Press League, Inc. 116, 117
Verree & Conklin, Inc. 116, 117
Williams, Lawrence & Cresmer Co. 116, 117
John B. Woodward, Inc. 116, 117

NEWSPAPER ARCHITECTS

James William Thomas 159

NEWSPAPER DEALERS

Hotalings News Agency 212

NEWSPAPER DIRECTORIES

N. W. Ayer & Son, Inc. 165

NEWSPAPER LEADERS, ARGENTINA

La Gaceta of Tucuman 246
La Nacion of Buenos Aires 244
La Prensa of Buenos Aires 245

NEWSPAPER LEADERS, BRAZIL

A Noit of Rio de Janeiro 247
Carioca of Rio de Janeiro 247

NEWSPAPER LEADERS, COLOMBIA

El Espectador of Bogota 248

NEWSPAPER LEADERS, CUBA

Diario de la Marina of Havana 249

NEWSPAPER LEADERS, ENGLAND

London Mail 236
London Evening News 236
London Star 237
London Sunday Express 238
London Telegraph 239
London Times 241

NEWSPAPER LEADERS, FRANCE

Le Petit Parisien 253

NEWSPAPER LEADERS, PANAMA

Panama American 250

NEWSPAPER LEADERS, PERU

La Prensa of Lima 248

NEWSPAPER LEADERS, VENEZUELA

Abora of Caracas 249

NEWS SERVICES

Central News of America 192
United Press 271

NEWSPAPER LEADERS, UNITED STATES

Akron Beacon Journal 77
Albany Evening News 67
Albany Knickerbocker Press 67
Ann Arbor Daily News 11
Baltimore News-Post 49
Baltimore Sunpapers 47, 125
Beacon News 67
Bay City Times 11
Boston Globe 125
Booth Newspapers 11
Bridgeport Post-Telegram 147
Brush-Moore Newspapers 211
Buffalo Times 125
Canton (O.) Repository 211
Chicago Herald & Examiner 33
Chicago Daily News 122, 123
Chicago Times 35
Chicago Tribune 31, 125
Chippewa Falls (Wis.) Herald Telegram 162
Christian Science Monitor Inside Front Cover
Cincinnati Times-Star 79
Cleveland Plain Dealer 81, 125
Columbus Dispatch 83
Dallas Evening Journal 101
Dallas Morning News 101
Dallas Times-Herald 161
Danville (Ill.) Commercial-News 67
Detroit Free Press 53
Detroit News 5, 125
Detroit Times 55
East Liverpool (O.) Review 211
Elmira (N. Y.) Advertiser 67
Elmira (N. Y.) Star-Gazette 67
Elmira (N. Y.) Telegram 67
Flint (Mich.) Journal 11
Ft. Worth Record 183
Ft. Worth Star-Telegram 183
Gannett Newspapers 67
Grand Rapids (Mich.) Press 11
Hammond (Ind.) Times 150
Hartford Times 67
Honolulu Star-Bulletin 148
Houston Chronicle 160
Indianapolis News 37
Ithaca (N. Y.) Journal 67
Jackson (Mich.) Citizen-Patriot 11
Jersey Journal 154
Journal of Commerce of New York 169
Kalamazoo (Mich.) Gazette 11
Lawrence Eagle Tribune 152
Louisville Courier Journal & Times 43
Malone (N. Y.) Telegram 67
Manitowoc (Wis.) Herald Times 162
Marion (O.) Star 211
Metropolitan Sunday Newspapers, Inc. 125
Miami (Fla.) Herald 27
Minneapolis Star 153
Moline (Ill.) Dispatch 149
Muskegon (Mich.) Chronicle 11
Nashville Banner 90
Newburgh News 67
Newburgh (N. Y.) News 67
Of New England 201
New Orleans States 45
New Orleans Times-Picayune 45
New York Journal 1
New York News 135
New York Post 69
New York Sun Back Cover
New York Times 71
Of New York 141
Ogdensburg (N. Y.) Journal 67
Oklahoma City Oklahoman & Times 87
Olean (N. Y.) Times-Herald 67
Omaha World-Herald 154
Pawtucket (R. I.) Times 159
Of Pennsylvania 209
Peoria Journal-Transcript 149
Peoria Star 150
Philadelphia Evening Bulletin 12
Philadelphia Inquirer 89, 125
Plainfield (N. J.) Courier-News 67
Pittsburgh Press 125
Pittsburgh Sun-Telegraph 83
Portsmouth (O.) Times 211
Providence Evening Bulletin 97
Providence Journal 97
Rochester Democrat-Chronicle 67, 73
Rochester Times-Union 67, 73
Rock Island (Ill.) Argus 149
Saginaw (Mich.) News 11
St. Louis Globe-Democrat 125
St. Louis Post-Dispatch 61, 125
Salem (O.) News 211
San Antonio Express 181
San Antonio Light 180
San Antonio News 181
San Diego Sun 4
Saratoga Springs Saratogian 91
Scranton (Pa.) Times 166
Steubenville (O.) Herald-Star 211
Superior (Wis.) Telegram 162
Syracuse Post-Standard 67, 155
Troy (N. Y.) Record 156
Tulsa World 187
Two Rivers (Wis.) Reporter 162
Utica Observer-Dispatch 67
Utica Press 67
Washington (D. C.) Star 25
Washington (D. C.) Times 23
Wilmington (Del.) News-Journal Co. 147
Worcester (Mass.) Telegram-Gazette 152

PHOTOGRAPHIC SUPPLIES

Carl Zeiss, Inc. 217

PRINTING INKS

Howard Flint Ink Co. 127
International Printing Ink Co. 177
Geo. H. Morrill Co. 119

PRINTING PRESSES

Duplex Printing Press Co. 51
Goss Printing Press Co. 267
R. Hoe & Co. 134, 135
Walter Scott & Co. 115
Wood Newspaper Machinery Co., News Section

RESEARCH ORGANIZATIONS

Institute for Research in Biography, Inc. 223
R. L. Polk & Co. 162
Ross Federal Research Corp. 121

RUBBER ROLLERS

Bingham Brothers Co. 200
Goodrich Rubber Co. 75
Goodyear Tire & Rubber Co., Inc. Inside Back Cover
Ideal Roller Mfg. Co. 133
Manhattan Rubber Co., Division 139
Vulcan Proofing Co. 59

SCHOOL OF JOURNALISM

Newspaper Institute of America 180

STEREOTYPE MANUAL

Joseph Goggin 225

SPECIAL EDITIONS

Thomas W. Briggs Co. 6

TRADE PAPERS

Newspaper News 230

TRAVEL AGENCIES

Syd Clarke 230

TYPOGRAPHERS

David Reiss 139

MISCELLANEOUS

Book Mart 223
International System 213
Wm. A. Thomson Book "Making Millions Read and Buy" 180

... 149
... 11
... 98
... 67
... 67
... 201
... 65
... 65
... 1
... 135
... 69
... Cover
... 71
... 141
... 67
... 97
... 67
... 154
... 159
... 209
... 149
... 150
... 12
59, 125
... 67
... 125
... 63
... 211
... 97
... 97
67, 73
67, 73
... 149
... 13
... 136
51, 135
... 211
... 161
... 169
... 161
... 6
... 67
... 156
... 211
... 162
7, 155
... 156
... 157
... 162
... 67
... 67
... 35
... 33
... 147
... 152
... 217
... 127
... 177
... 119
... 51
... 207
4, 135
... 115
Section
...
... 223
... 167
... 221
... 209
... 73
... Cover
... 133
... 139
... 59
... 105
... 235
... 0
... 205
... 210
... 180
... 215
... 213
... 196